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133  
March  
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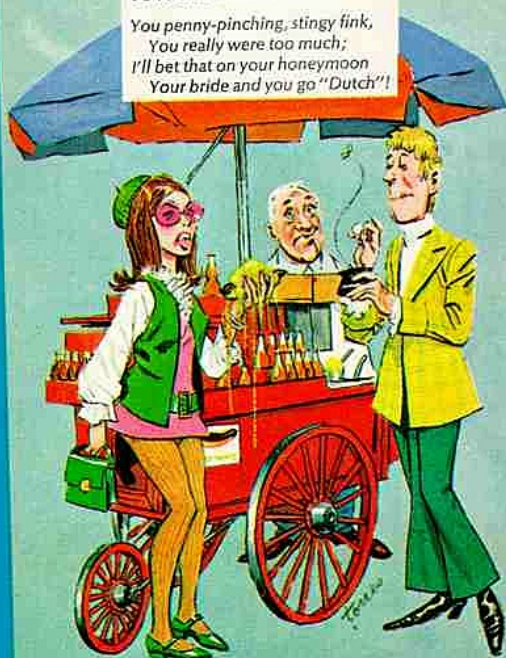


**ONLY  
PURE, UNADULTERATED, FAT-FREE  
HUMOR**



**TO A CHEAPSKATE DATE**

*You penny-pinching, stingy fink,  
You really were too much;  
I'll bet that on your honeymoon  
Your bride and you go "Dutch"!*



**BE A  
MAIL  
ANIMAL!**

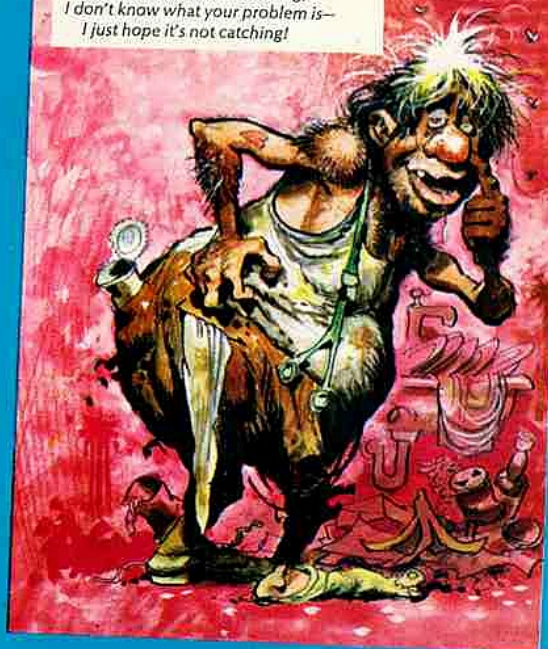
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to work!

SEND THEM  
APPROPRIATE  
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CARDS**

**TO A SLOB**

*You pick your nose, you belch, you drool,  
You constantly are scratching;  
I don't know what your problem is—  
I just hope it's not catching!*



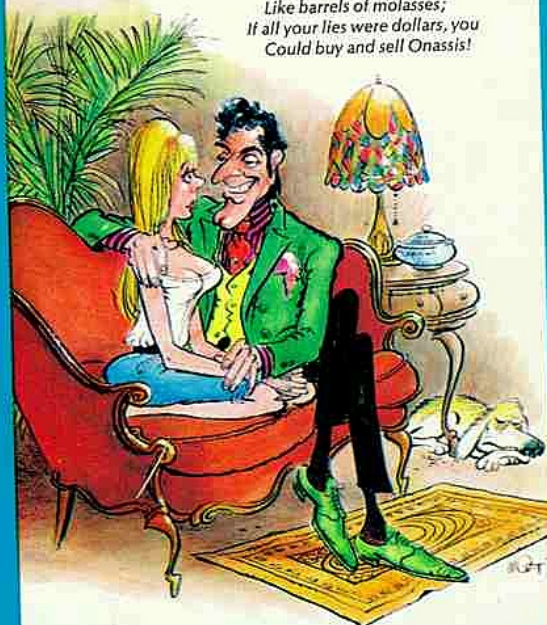
**TO AN OFFENDER**

*Your breath is like a garbage dump,  
But, heck, why should you mind it?  
It's us who get it in the schnozz—  
You get to stand behind it!*



**TO A LYING SWEETHEART**

*The sweet talk oozes from your lips  
Like barrels of molasses;  
If all your lies were dollars, you  
Could buy and sell Onassis!*



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# MAD

"By the time a guy is in shape to buy his wife  
beautiful clothes, she isn't!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*  
JERRY De FUCCIO, NICK MEGLIN *associate editors*  
JACK ALBERT *lawsuits*  
GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,  
CURTIS ANDERSON *subscriptions*  
CONTRIBUTING ARTISTS AND WRITERS  
*the usual gang of idiots*

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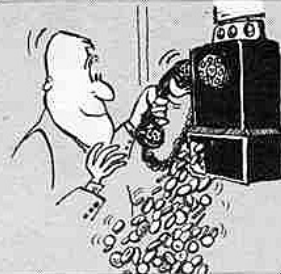
"TRUE FAT"  
(A MAD  
MOVIE  
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THE  
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(AND DEATH)  
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WHAT  
IS A  
BORN  
WINNER?  
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I wonder if he KNOWS that he's  
a Fascist pig and a tool of the  
Military-Industrial complex?!



LIFETIME  
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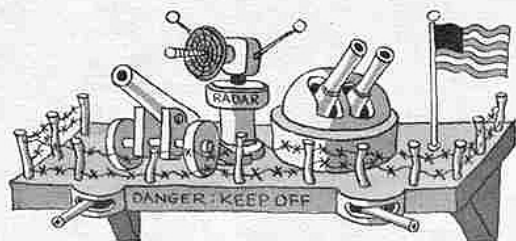
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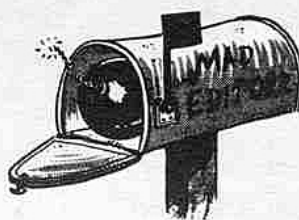
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## LETTERS DEPT.



### CLINT EASTWOOD PAINTS OUR WAGON



The man to my right in the enclosed photo is Brian Hutton, director of "Where Eagles Dare", who is currently working with me on "The Warriors". We just wanted to say how much we enjoyed "Where Vultures Fare". Artist Angelo Torres and writer Larry Siegel did a tremendous job on this satire. Your comments on some of the complications of the script were especially enjoyed by us, having lived through the making of the picture.

Clint Eastwood  
On Location in ...  
London, England

### THINK—OR THWIM

A great French poet named De Vries once wrote: "To those who *feel*, life is a tragedy ... but to those who *think*, life is a comedy." Obviously, the staff of MAD contains some of the greatest thinkers of our time

Pete Whislu  
Los Angeles, Calif.

## PASSIONATE GUN LOVE MAGAZINE

Pro

Your "Passionate Gun Love" was one of your most clever, timely and needed articles in many issues. The subtle, and not-too-subtle jabs at the neuroses, psychoses and dangers in a nation obsessed with firepower and killing could be valuable to hunters and non-hunters alike if those with the need and/or desire to kill would (or could) honestly consider why they worship guns. Your article was, indeed, thought-provoking.

Mike Nichols  
North Texas State U.

Congratulations on your satire of the "gun nuts" in our society, "Passionate Gun Love Magazine". It took a lot of guts to write an article like that. Let's hope those "nuts" you so violently attacked let you keep those guts in the same location they are now!

Benno Gilbert  
Ithaca College, N.Y.

I'm somewhat confused over "Passionate Gun Love" in issue #131. I thought MAD was all comedy and satire! What happened?

Dana Thibault  
Denver, Colo.

Can it be too much to hope that MAD can arouse America to disarm? Can it also be too much to hope that responsible gun owners can take the satire in the spirit which it was written?

Joan M. Verba  
Minnetonka, Minn.

Your "Passionate Gun Love" magazine was written in the true MAD tradition. Every intelligent, broad-minded gun enthusiast—like me—should have enjoyed it.

Jerry Sciortino  
Staten Island, N.Y.

A masterpiece of writing and courage!  
Joyce Dini  
Garfield Hts., Ohio

Be careful. Some of those guys may decide to organize a hunting trip to the MAD offices.

Rich Sexton  
Downey, Calif.

**STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of October 23, 1962; Section 4369, Title 39, United States Code)**  
1. Date of filing: Oct. 1, 1969 2. Title of Publication: MAD 3. Frequency of issue: Monthly, except Feb., May, August, and Nov. 4. Location of Known Office of Publication: 485 Madison Avenue NYC 10022 5. Location of the Headquarters or General Business Office of the Publishers: 485 Madison Avenue NYC 10022 6. Names and Addresses of Publisher, Editor, and Managing Editor: Publisher: William M. Gaines—485 Madison Ave., NYC 10022; Editor: Albert B. Feldstein—485 Madison Ave., NYC 10022; Managing Editor: None. 7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.) E. C. Publications, Inc.—485 Madison Avenue NYC 10022 wholly owned by Kinney National Service, Inc., a publicly-held corporation—10 Rockefeller Plaza NYC 10020. 8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None.

10.

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1. SALES THROUGH DEALERS & CARRIERS, STREET VENDORS & COUNTER SALES	1,782,713	2,064,758
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F. OFFICE USE, LEFT-OVER, UNACCOUNTED, SPOILED AFTER PRINTING	582,094	688,113
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I certify that the statements made by me above are correct and complete.  
William M. Gaines, Publisher



## PASSIONATE GUN LOVE MAGAZINE

Con

Isn't it a mistake to blame human failures on inanimate objects? About 15 years ago, a famous psychologist-author let a great many American parents and educators off the hook by blaming "juvenile delinquency" on comic books. The resultant public fever drove a highly-talented and imaginative publishing company to the wall. Remember? Consider. If each passing year makes atomic war less feasible, isn't the man with the gun our only hope?

Bill Cantey  
Charleston, S.C.

Your article presented a perfect picture of the American hunter as seen through the eyes of the North Vietnamese negotiators in Paris. May I suggest that you send them a copy so they can use it in their continuing propaganda against the American people!

Larry Green  
Mayfield, Ky.

It's people like you who make the average American citizen "turn off" to the 99.99% honest American sportsmen and call for tighter gun control laws which do nothing to prevent crime.

Tony Hammond  
Tilton, N.H.

Your satire of the average hunter is totally unfounded. You make him appear like the purge of society, maiming and killing anything in sight. Statistics show that hunting is a safer sport than football, baseball, swimming and basketball.

Harold George  
Indiana University of Pa.

Your "Passionate Gun Love Magazine" contained too many direct quotes from "Time", "Life" and "Pravda" to be mere coincidence.

Carl Samuels  
Cedarburg, Wisc.

In regard to your article, "Passionate Gun Love Magazine"—you guys ought to be shot for publishing it!

Tom Stockton  
Ann Arbor, Mich.

### PASSES THE TEST

Issue #131 was the funniest thing I've read since my Algebra exam!

Guida Goransson  
Lambertville, Mich.

### LETTER OF COMMENDATION

I wish to commend you on the way you almost singlehandedly keep alive the tradition of American satire. You have the courage to poke fun at everything and spare no one. When the time comes that people like you are censored out of existence, then I'm moving.

Scott Hamsik  
Jacksonville, Fla.

When that time comes, there'll be no place to move to!—Ed.

Please address all correspondence to:  
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New York, New York 10022

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That's what our Publisher said. So we've got to get rid of these dogs... mainly our huge supply of full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid. If you like dogs, mail 25¢ for 1, 50¢ for 3, \$1.00 for 9, \$2.00 for 27 and \$4.00 for 81 to: MAD, 485 MADison Avenue, New York, New York 10022





**GRIT AND BEAR IT DEPT.**

My name is **Brattie Ross**! I am 14 years old, and I am the heroine of the movie you are about to see!

In addition to being rather **overbearing** and **long-winded** for someone my age . . . I also talk funny!

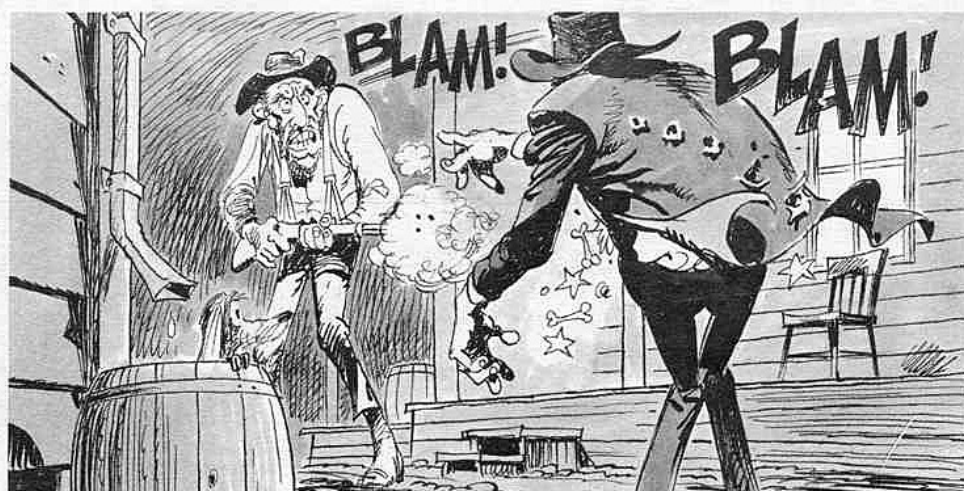
I talk funny mainly because I do **not** use any **contractions**! Perhaps you do not know what a contraction is!

A contraction is a convenient way to shorten a group of words, which—as you can see—I have not done in **six possible spots** in this clumsy speech that you are now reading . . .



# TRUE

Incidentally, this movie has a "**G**" Rating, which means that it is perfectly all right for children to see because it does not have any sex in it. What it **does** have in it, however, is plenty of **blood** and **gore** and **violence** and **killing**. According to those Hollywood self-censors, I guess that sort of stuff is perfectly all right for children to see! Like this scene in the beginning of the picture where my father gets shot to death by **Tom Shamey**!



I am looking for **Tom Shamey** who killed my father! I shall need **money**. I believe you are holding **property** that belonged to my father! You shall pay me **\$300** for it!

I'll pay you **\$200** and not one penny more! And don't try to bargain with me! Only last week, I out-bargained the famous financier, **J. P. Morgan**!

Is **J. P. Morgan** as shrewd as me?

**\$300!**

**Shrewder!**

**\$200!**





Oops!  
Make  
that  
**SEVEN**  
spots!

In this movie, I go through a  
series of fantastic adventures!  
At the end, I learn the meaning  
of honor, the meaning of courage,  
and the meaning of life!

Also, thanks to  
that great Western  
star, John Weight,  
I learn the  
meaning of . . .

# FAT

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL

You'll pay for this crime, Tom  
Shamey! You'll never get away  
with it! You'll be hounded and  
hunted for the rest of your  
life until you're caught and  
hanged by the neck until dead!

By who? Wyatt Earp, the  
fastest gun in the West??

No . . . by my daughter  
Brattie . . . the fastest  
**TONGUE** in the West!

Oh, Gawd!!  
Anyone  
but that  
pushy  
little  
broad!!



Does he have as much business savvy?

\$300!

Much more!

\$200!



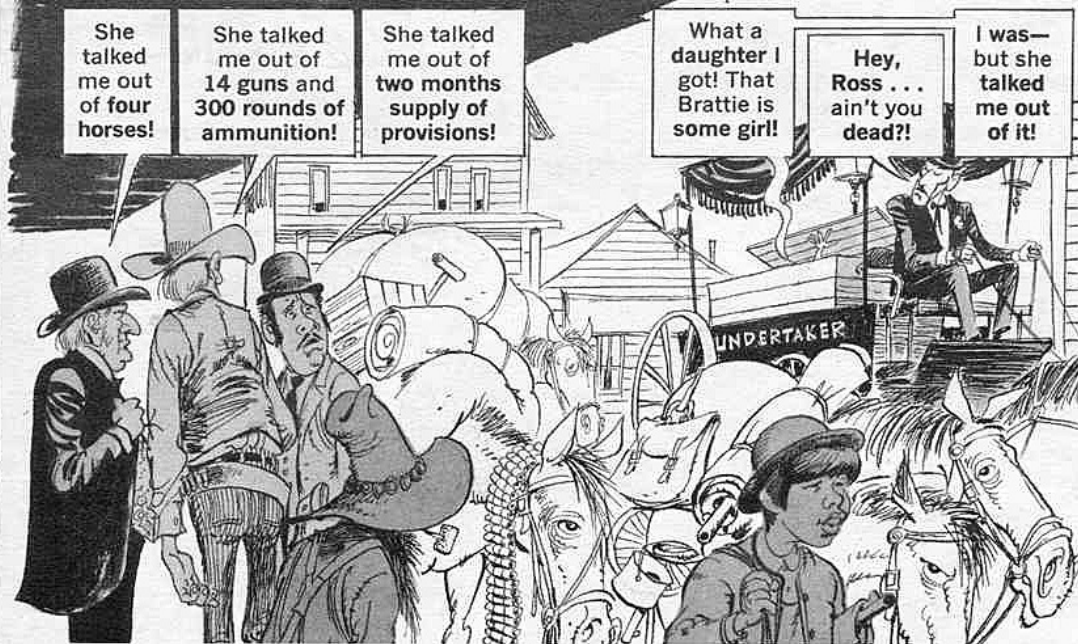
Can he hold  
his breath  
till his face  
turns blue??

Okay! OKAY!! \$300!  
If there's one thing  
I can't stand . . . it's  
a blue-faced kid!



III  
DRUCKER





She talked me out of four horses!

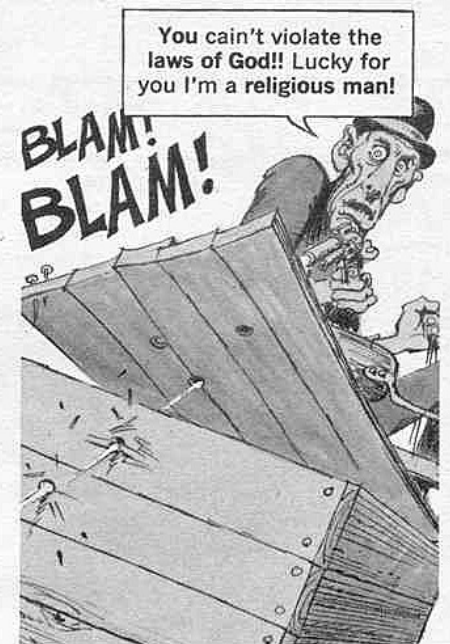
She talked me out of 14 guns and 300 rounds of ammunition!

She talked me out of two months supply of provisions!

What a daughter I got! That Brattie is some girl!

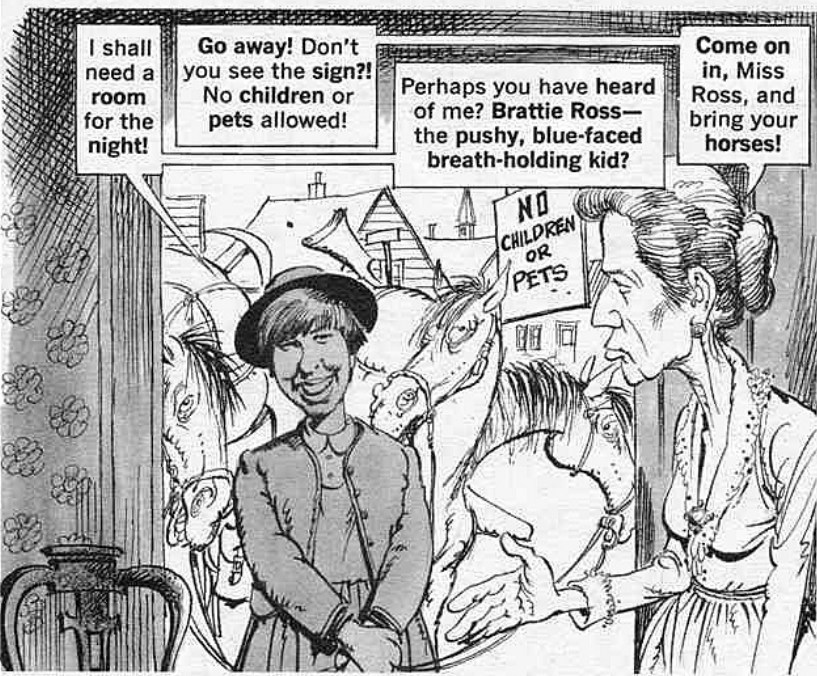
Hey, Ross ... ain't you dead?!

I was—but she talked me out of it!



You can't violate the laws of God!! Lucky for you I'm a religious man!

BLAM!  
BLAM!



I shall need a room for the night!

Go away! Don't you see the sign?! No children or pets allowed!

Perhaps you have heard of me? Brattie Ross—the pushy, blue-faced breath-holding kid?

Come on in, Miss Ross, and bring your horses!

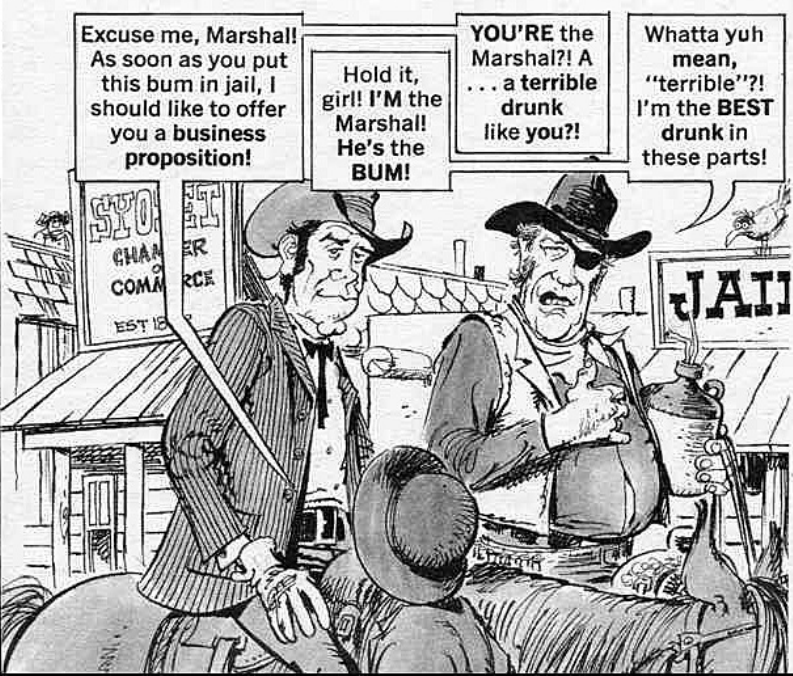


You'll have t' share a bed with this little old lady!

I would prefer to sleep alone!

Stop worryin'! With YOU buggin' her, she'll never live through the night!

Very well! I shall take the room! Now I must get a Law Officer to help me find Tom Shamey!



Excuse me, Marshal! As soon as you put this bum in jail, I should like to offer you a business proposition!

Hold it, girl! I'M the Marshal! He's the BUM!

YOU'RE the Marshal?! A ... a terrible drunk like you?!

Whatta yuh mean, "terrible"?! I'm the BEST drunk in these parts!



I am looking for the murderer of my father! I would like a man with true fat to help me find him! Fat men are jolly, and I trust a jolly man!

Don't look at me, Sister! I may have true fat... but I'm not jolly!

The job pays \$100 in hard cash!

Ho-Ho-Ho! Merry-ry Christmas! MERR-R-Y CHRISTMAS!



Well, Marshal, will you take the job?

Okay, but first let me tell you what this country is all about. Tom Shamey is a criminal, and your father is a victim. Unfortunately, too many people nowadays worry about criminals and forget about victims. I say a victim has rights, too! Doesn't a victim have rights?

Of course! Every victim in this big, beautiful country of ours has God-given rights passed down by our forefathers!

Right! Except that @&#!! Tom Shamey! When he becomes MY victim, he has NO rights! He has just one thing! A hole in his gut! And THAT's what this country is all about!

Wow! You are even more long-winded than I am!

Hold it! I'm not finished yet! See that rat!?

BLAM! BLAM!

That rat I just killed ain't JUST a rat! To me, it's a symbol! That rat symbolizes cruel, un-American violence! Which is why I killed it with a clean American bullet! Now—look at me! What do you see? A fat-drunk, one-eyed slob? ... **WRONG!!**

I'm not JUST a fat, drunken, one-eyed slob! I'm a symbol! I symbolize all fat, drunken, one-eyed slobs who are not going to let dirty rats take over this great country of ours and flouridate our whiskey and give us Commie eye transplants and ...

Hmmm! While I usually admire fat patriots—sometimes there is a lot to be said for skinny traitors!

I hear tell you're Brattie Ross! My name is LaBeefy! I'm after Tom Shamey, too! I'd like to join your party!

I do not trust you! For one thing, you do not have True Fat!

That's only because I'm still young! Anyway, I AM starting to get jowly!

No! I am sorry! True CHUBBY is not the same as True FAT!

Listen, can I go with you or NOT?

I shall think about it! What do you do for a living?

I'm a Free Lance Clod!

Oh, very well. Come on along! We can always use some comic relief!

Mr. LaBeefy, I would like you to meet—

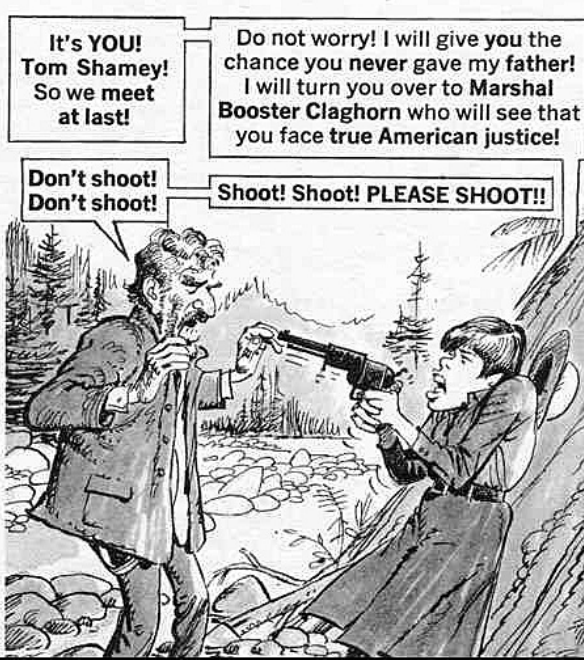
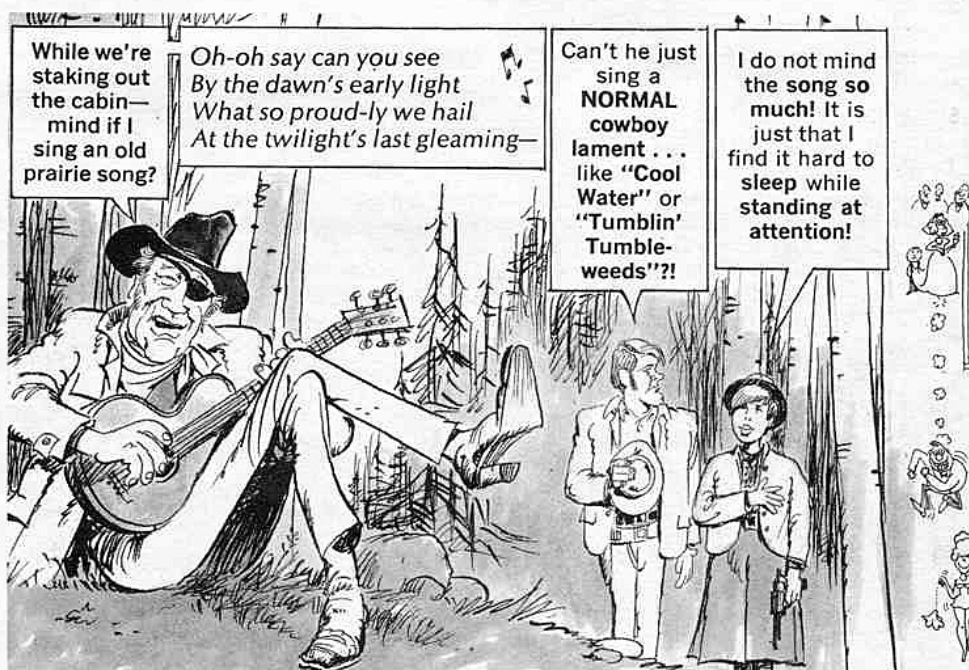
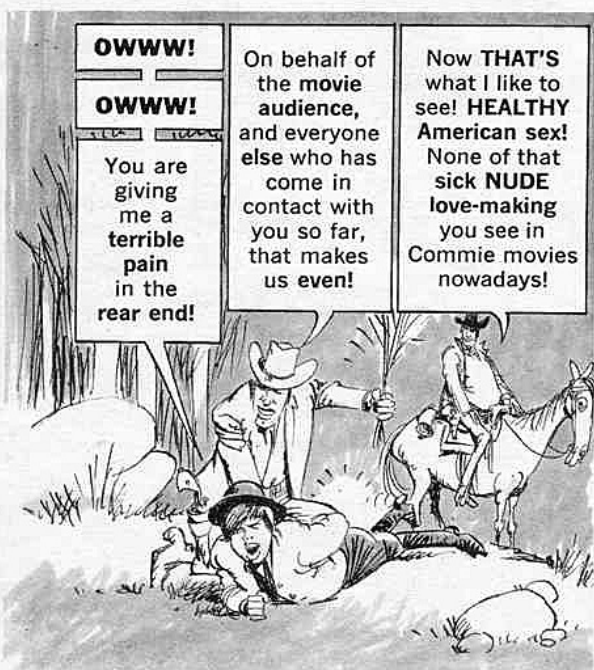
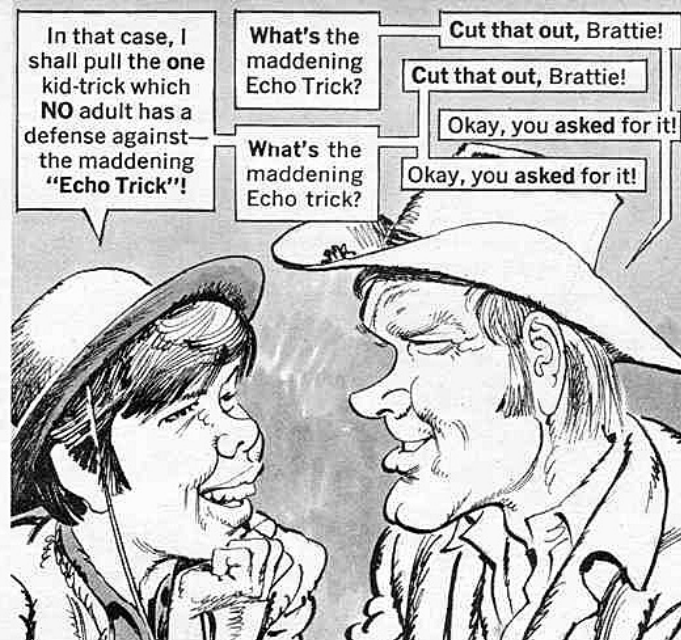
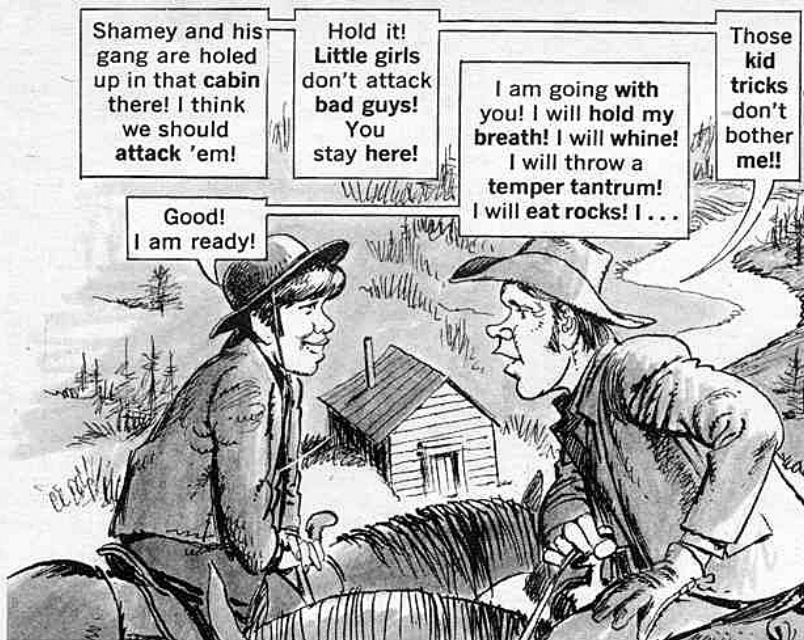
Why ... why you're masked! And that white horse! What an honor it is to meet the Masked Rider of the Plains! You ... you're the Lone—

Hey, dummy! This ain't no mask! It's an eye-patch!

Boy, is HE ever stupid! What's he doing in this picture?

Well, let me put it this way ... Without HIM, who would sing the title song—YOU?!







Booster, I have just shot Tom Shamey, and—Say! What is going on?

Those four guys are the rest of Shamey's gang! I am about to put my reins in my mouth and ride at them, shooting with both hands! It's a real fun-sport, and almost as bloody as Pro Football...

Booster, please don't ride at those four men with your reins in your mouth! It's dangerous! It's foolhardy! It's—Aw, now see what you made me do! You've got me so upset, I'm using contractions!

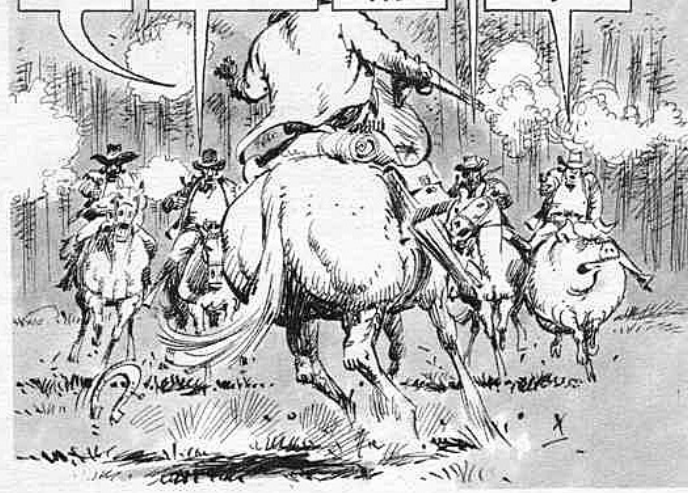
Taste hot lead, you polecats!

Booster, you are—without a doubt, the ugliest cowboy who ever lived!

You're fat and you're sloppy...

And you're drunk...

And you're one-eyed...



**SURPRISE!** I'm also toothless!

The kid was right! It IS dangerous riding with reins in your mouth!

The casualties are as follows: Four dead bad guys and one wounded horse... mine! From carryin' my weight for so far and for so long, the poor critter got himself a hernia!

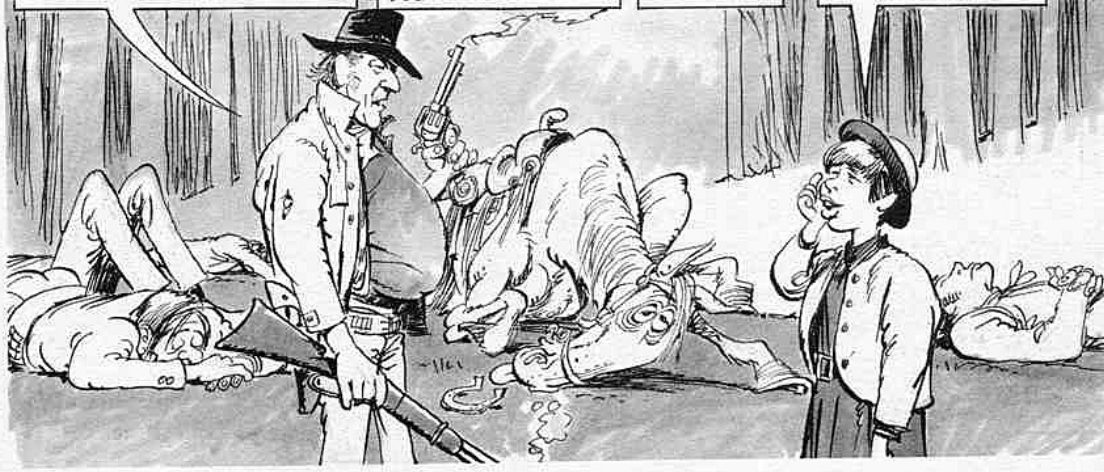
Booster, you have really proven yourself to me! Yes, there is no doubt about it! You have **TRUE FAT!!**

Thanks, kid!

He was killed!

By the way, what happened to LaBeefy?

Very sad! I see now that he had True Fat also! Too bad it was all in his head!



Well, this is where we part company, Sister! I'm going into town to get a truss for my horse, and then I'm headin' for the sunset! What about you? What about your future...?

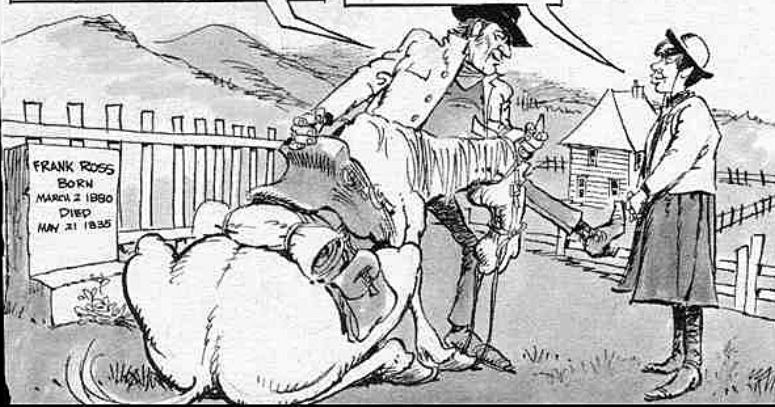
Who knows?! What kind of a future is there for a cranky, pushy girl who never stops talking?

Stop worrying! You're gonna make someone a great wife someday!

So long, Sister!

There he goes... **Booster Claghorn**, a Marshal of the Old West! He is fat and sloppy and drunk and one-eyed and toothless! And yet—he is wonderful! Yes, in spite of his flaws...

... there will be a place for him in the future of this great America!



**SUPPORT OUR BOYS IN THE U.S. CAVALRY!**

**THE INDIANS—AMERICA'S RED MENACE!**

**REGISTER THE JAMES GANG—NOT GUNS!**

IF THE SIOUX DON'T LIKE IT HERE, LET THEM GO BACK WHERE THEY CAME FROM!



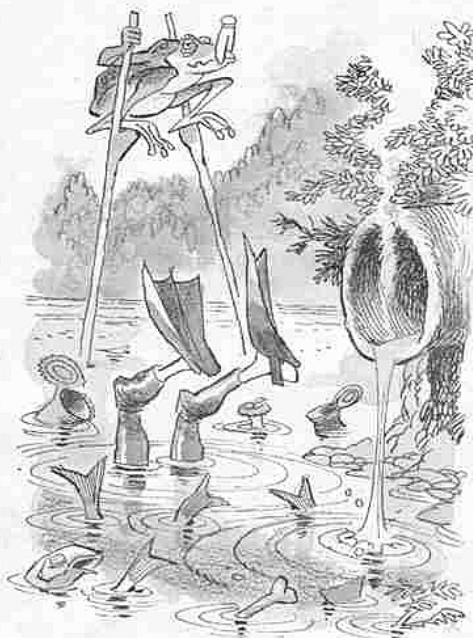


From what we are told  
Without any let-up,  
We might just as well  
Not bother to get up!

# THE FACTS



The cars that we drive  
Are lethal, they say,  
And so is the air  
We breathe every day.



Our lakes and our streams  
Are so putrified  
That taking a swim  
Is sheer suicide.



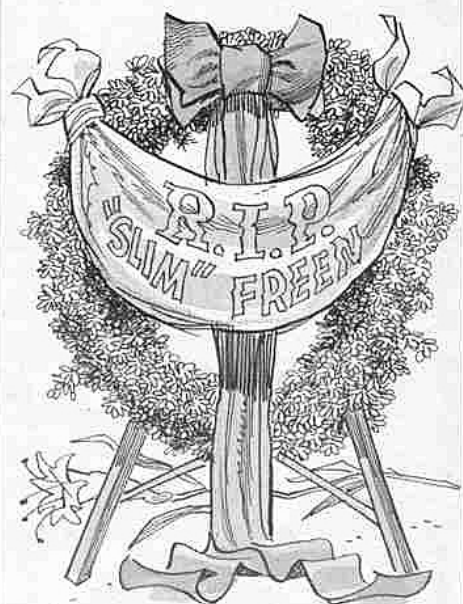
The bright shining sun  
Has dangerous rays  
That deepen our tans  
But shorten our days.



And healthy red meat  
Is loaded with lard  
Which, now we're informed,  
Makes arteries hard.



The doctors all warned  
To curb our intake  
Of sugared desserts  
Like ice cream and cake,



But recent tests prove,  
We learn with alarm,  
That substitute sweets  
Can do us more harm.



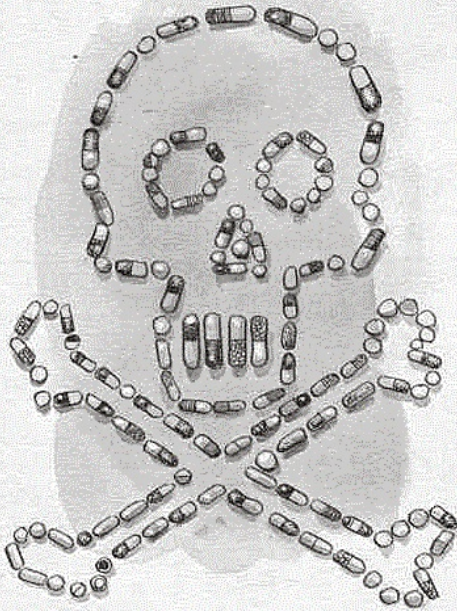


# OF LIFE

# (& DEATH)

ARTIST: JACK DAVIS

WRITER: RONNIE NATHAN



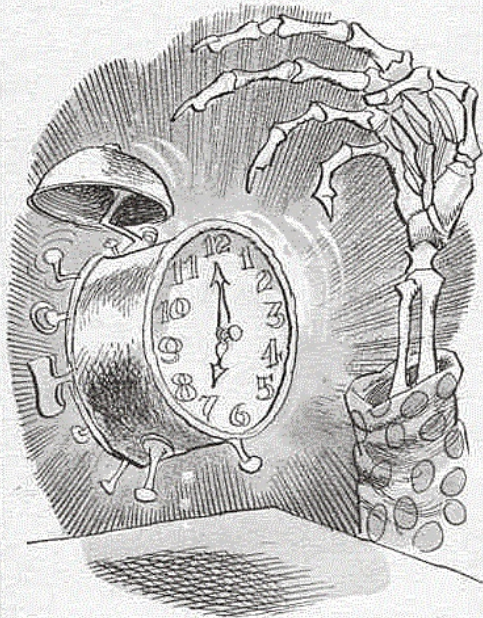
Those new drugs prescribed  
For when we are ill  
Produce side effects  
That quite often kill.



And cows that give milk  
Munch insect-sprayed grass  
Which poisons small pests  
And us, too, alas.



The chemicals put  
Into bread to retard  
Its spoilage can leave  
Our viscera scarred.



The experts said sleep  
Should be long and sound,  
But now too much sleep  
Is fatal, they've found.



They said we should trot  
Through wind, rain and fog;  
But now they find hearts  
Fall down on the jog.



With all of these warnings  
Of pain, doom and strife,  
It's hard to imagine  
A fate worse than life!



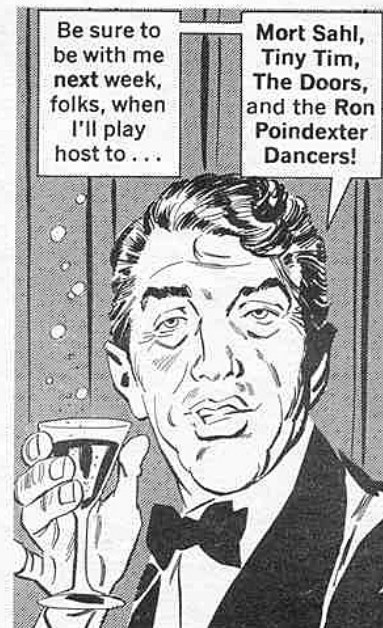
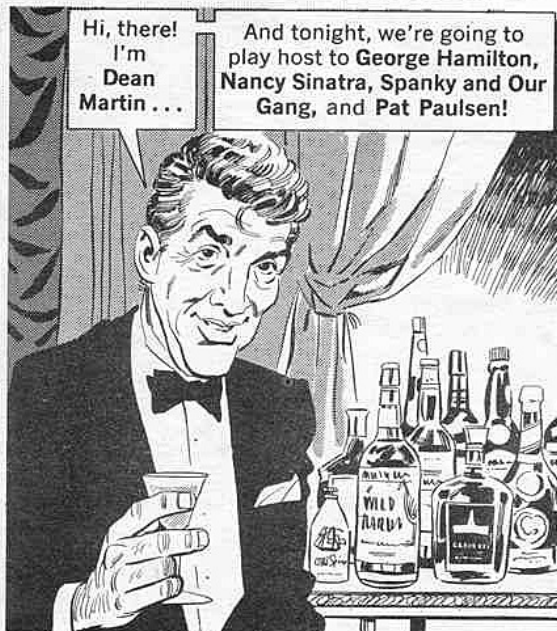
## CONDENSED MILKING DEPT.

Every day, millions of Americans are forced to make important decisions—decisions that affect their very lives—namely: which TV show to watch! So every day, millions of Americans turn to newspapers or TV magazines for help in making these decisions. And they make these decisions based

# IF TV SHOWS WE THEIR "CAPSULE"

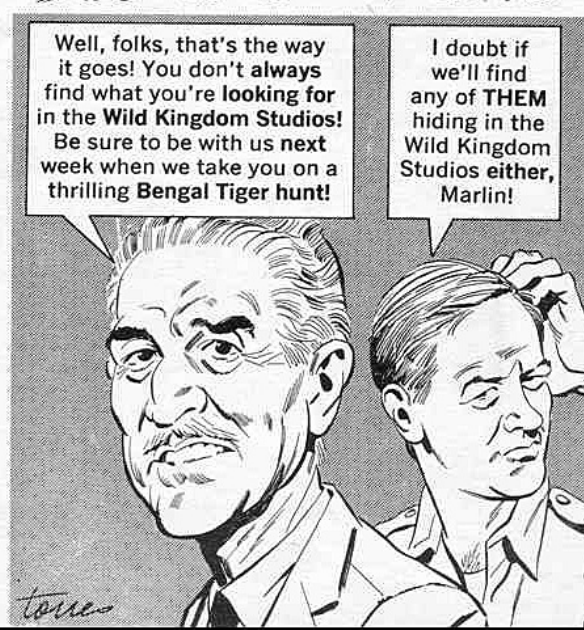
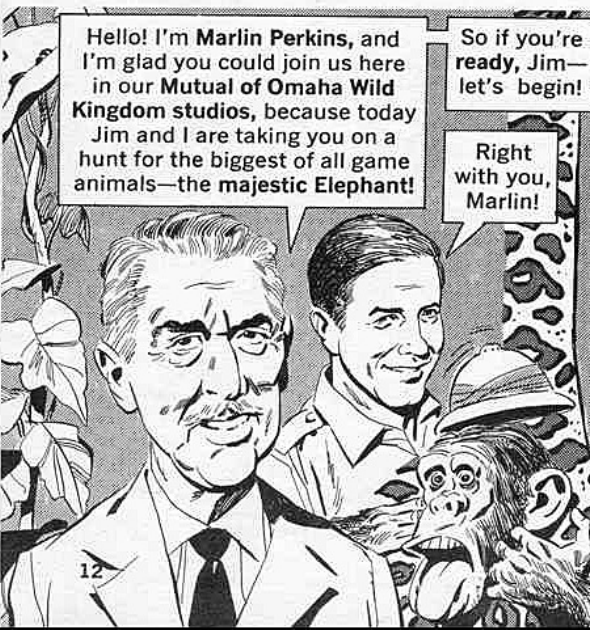
10:00 **4** DEAN MARTIN

**COLOR** Tonight, Dean Martin plays host to George Hamilton, Nancy Sinatra, Spanky and Our Gang, and Pat Paulsen.



7:00 **4** WILD KINGDOM—Nature

**COLOR** Tonight, we join Marlin Perkins and his associate, Jim Fowler, in the Mutual of Omaha Wild Kingdom Studios for a thrilling Elephant hunt.





on the "Capsuled Descriptions" of the shows these publications carry. Which is all very well, except that these "Capsuled Descriptions" are not very accurate. What they describe is not what you see! In fact, as we said in MAD #69, TV fare could be lots more fun and entertainment...

# RE ACTUALLY LIKE D DESCRIPTIONS"

ARTIST: ANGELO TORRES WRITER: EARLE DOUD

## 7:30 ② COLOR NEWS—Walter Cronkite

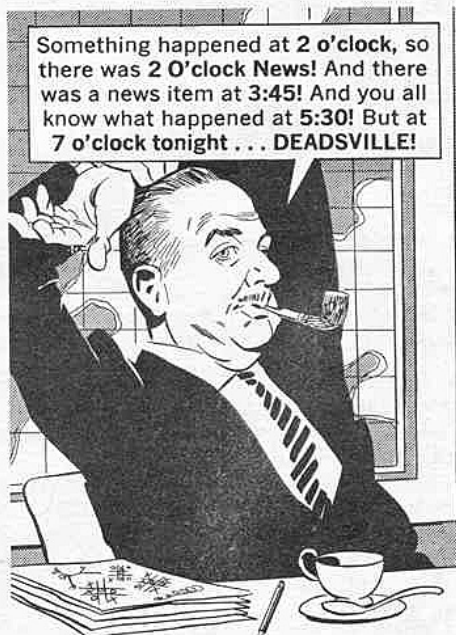
Walter Cronkite brings you the 7 o'clock News.

Now, here is Walter Cronkite with the 7 O'clock News...

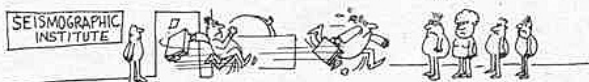
Good evening, ladies and gentlemen! This is Walter Cronkite... and it's 7 O'clock... but tonight, there is no 7 O'clock News!



Something happened at 2 o'clock, so there was 2 O'clock News! And there was a news item at 3:45! And you all know what happened at 5:30! But at 7 o'clock tonight... DEADSVILLE!



Be sure and join us tomorrow night when Walter Cronkite will again bring you the 7 O'clock News... providing something happens tomorrow night at 7 o'clock!!



## 11:00 ⑤ DAVID SUSSKIND—Discussion

**COLOR** Playwright / Author / Political-hopefuls Gore Vidal and Norman Mailer exchange views.

Good evening. I'm David Susskind. Tonight, I am very pleased to have Playwright/Author/Political-hopefuls Gore Vidal and Norman Mailer on the show... and in a moment, they will be exchanging views...



This is the view from the back porch of my Summer home, which overlooks the Shady Nook Nudist Colony!

Okay! I'll exchange that view for this view from my New York apartment, which overlooks the Y.W.C.A.!

Be sure and be with us next week, when William Buckley exchanges views with H. Rap Brown!





8:30 **7** LAWRENCE WELK—Music

**COLOR** Tonight, Lawrence Welk salutes Cy Coleman with a collection of his hit tunes.

Good-a even-ing, ladeeze anna gentlemen! Tonight-a, I'm-a gonna salute-a Cy Coleman with a collection uva his hit-a tunes!



Anna here he is-a now . . . Cy Coleman . . .

. . . with-a collection uva his hit-a tunes . . .

. . . anna I SALUTE-A HIM!!



Be sure-a anna be with us next-a week, when I shall-a salute-a Burt Bacharach with-a collection uva HIS hit-a tunes!



8:30 **5** WONDERAMA—Bob McAllister

**COLOR** Well-know Puppeteer Bil Baird displays his art.

Hi, kids! Welcome to "Wonderama"! Our special guest today is well-known Puppeteer Bil Baird, who has graciously consented to come and display his art! Bil . . . ?



Thank you, Bob! Now, this is my Renoir! I picked this up in Paris!

And this is the Van Gogh I inherited from my Aunt!

And this is my Whistler! And this is my Degas . . .



Be with us next week on "Wonderama", kids, when The Fifth Dimension shows us how they cut a record!



1:35 **2** FOOTBALL ROUNDUP—Kyle Rote

**COLOR** Ace sportscaster Kyle Rote takes a quick look at this Sunday's NFL Football Roundup (15 min. Live.)

Hi! This is Kyle Rote with a quick look at this Sunday's "NFL Football Roundup" . . .



These are all the footballs used in the NFL today . . . and we've rounded them up! This one was used in the Green Bay—Chicago Bears game! This one was used in the Giants—Steelers game! This one was used in the Colts—Eagles game! This one . . .



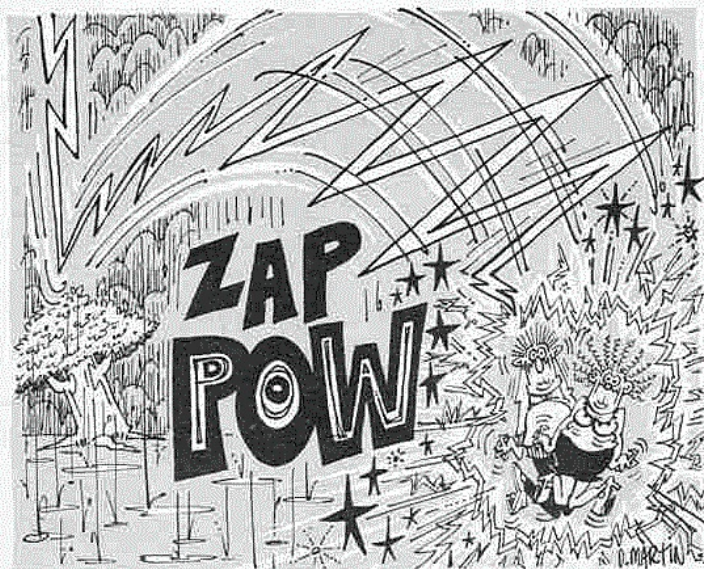
Be sure to be with Kyle Rote tomorrow night at this same time when we bring you the "IAA Basketball Roundup"!

This one was used in the Rams—'49ers game! And this one . . .





# DURING A SUMMER SHOWER





# SLIME PICKINGS DEPT.

The modern phenomenon known as the "New Wave Movie" has created another (and equally sickening) modern phenomenon: "The New Wave Movie Ad" . . . in which all of the sensational elements of the movie are frankly and graphically discussed. These ads are basically all

# MAD'S "Do-It-Yourself"

1

Suburban Housewife

Wall Street Broker

College Sophomore

East Village Yippie

Repressed Mama's Boy

Hollywood Movie Buff

2

Sex and Violence!

Zen Buddhism!

smoking Hashish!

taking LSD trips!

this dull garbage!

a gibbering idiot!

3

**Curious  
Stimulated  
Spaced Out  
Disgusted  
Nauseous  
Bored**

4

**(Yellow)"  
(Purple)"  
(Green)"  
(Hoo-Hah)"  
(Yecch)"  
(Silly)"**

**At Last!** A motion picture that dares to show how a normal respectable

1

can suddenly turn to

2

**"I Am**

3

4

**THE SHOCKING,  
OFF-BEAT FILM  
THAT PLUMBS  
NEW DEPTHS OF**

5

Directed by that  
brilliant young  
"Avant-Garde"

6

Andy Notwell!



NOW PLAYING AT NEW YORK'S EXCITING NEW CINEMA

**CINEMA UPTIGHT**

SHOWINGS AT 1:00, 3:00, 5:00, 7:00 and 8:30

Due to the startling nature  
of this film's subject matter,  
admission is restricted to

7

5

**EROTICA!**

**DEPRAVITY!**

**SADISM!**

**MASOCHISM!**

**PERVERSION!**

**BAD TASTE!**

6

genius

con man

money maker

sex fiend

lunatic

phony

7

adults and children!

teenagers with dates!

Mad Magazine subscribers!

gorillas and orangutangs!

well-known sex offenders!

law-enforcement officials!



alike, and it's very difficult to tell one from another. In fact, you could probably switch all of the sensational elements around and you would never notice the difference. To show you just how predictable these "New Wave Movie" pitches are, why not try your hand at filling in . . .

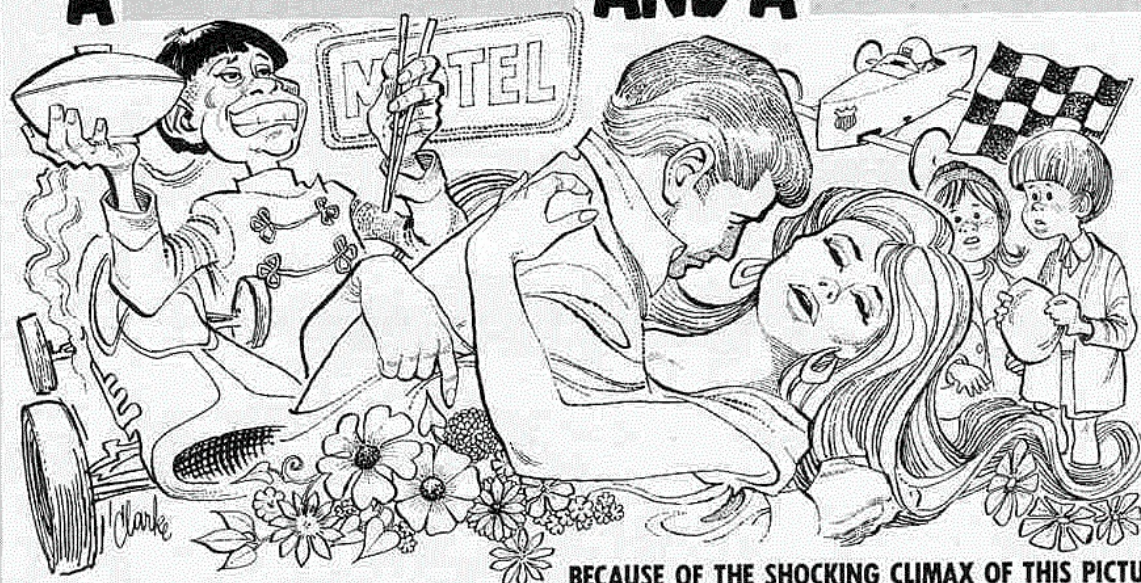
# MODERN MOVIE ADS

ARTIST: BOB CLARKE

WRITER: SY REIT

CINEMA MMXVII PROUDLY PRESENTS THE LATEST 1  
BY SWEDEN'S FAMED DIRECTOR, INGMAR BUNGLEMAN...

"A 2 AND A 3"



What strange illicit

4  
drove this bewitched duo to their

5  
What weird obsession gave them a craving for more and more

6

Now Playing At The New  
**CINEMA MMXVII**

BECAUSE OF THE SHOCKING CLIMAX OF THIS PICTURE, NO ONE WILL BE SEATED DURING THE LAST FIVE MINUTES . . . OR DURING THE FIRST HOUR AND FIFTY-FIVE MINUTES EITHER. IN FACT, NO ONE WILL BE ALLOWED IN THE THEATER! YOU WOULDN'T UNDERSTAND THE PICTURE, ANYWAY!

1

TRIUMPH PUT-ON FAILURE  
FIASCO SICKIE MISH-MASH

2

MAN WOMAN  
MOTHER-IN-LAW  
SCHOOLBOY  
TEENY-BOPPER  
MUGGER

3

WOMAN MAN  
BIGOT  
CALL-GIRL  
CHIMPANZEE  
CODFISH

4

desire passion no-no  
fetish condition sickness

5

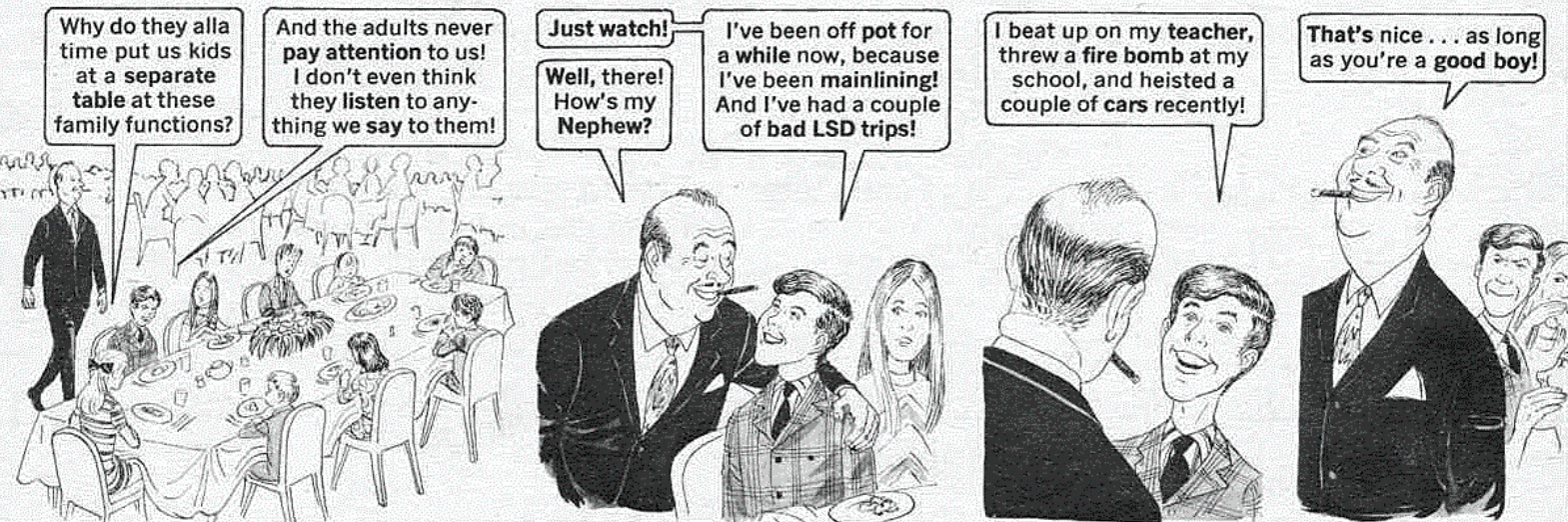
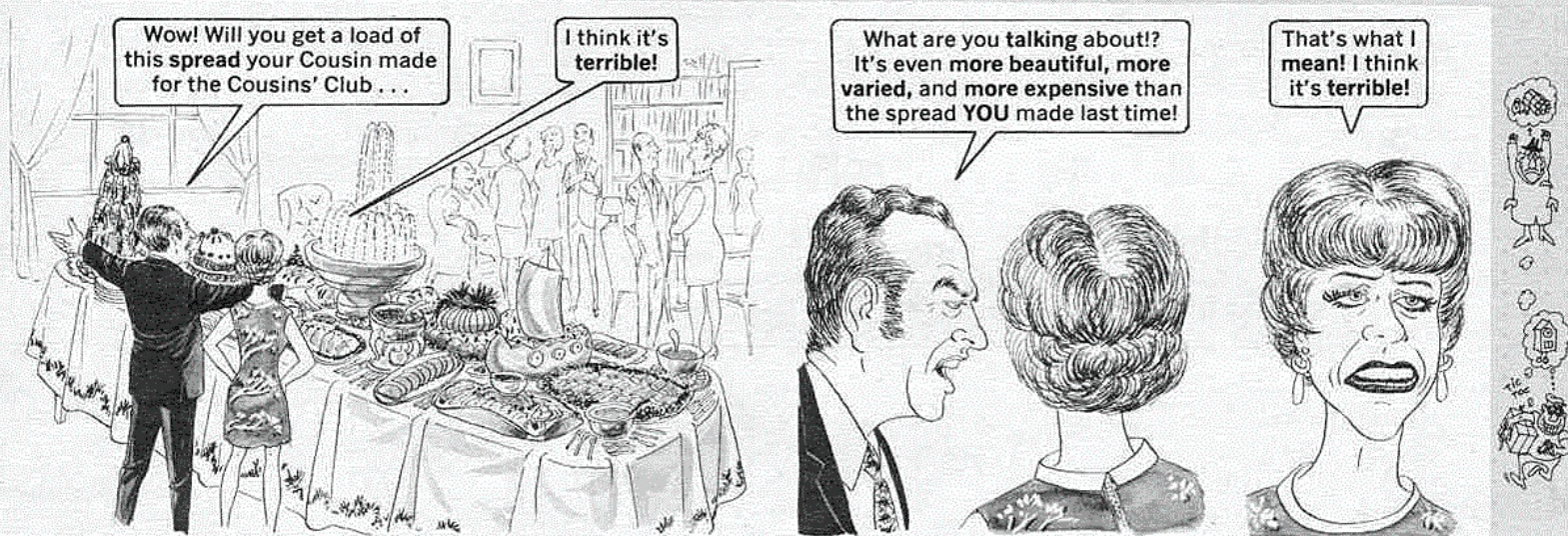
deaths  
hairdressers  
bedroom  
psychiatrist  
grade advisor  
local theater

6

sex and sadism  
Chinese food  
Playboy pin-ups  
caramel popcorn  
licorice gumdrops  
Beatle records



# THE LIGHTER SIDE OF.. FAMILY







# GATHERINGS

ARTIST & WRITER: DAVE BERG

Did you hear about  
**Cousin Marion and  
Sidney?** Their  
marriage is kaput!

My Sister's boy  
is in trouble  
with the law!  
**Narcotics!!**

You know that  
nice business  
**Uncle Milt had?**  
Bankrupt!!

Did you hear  
about my **Brother's**  
operation? It was  
touch-and-go!

**Aunt Lucy**  
is not long  
for this  
world!

Did you hear  
what happened to  
**Cousin Carl**—may  
he rest in peace?

It's nice to  
get together  
with the  
family!

Especially  
on such  
happy  
occasions!!



I'm on the **Groom's**  
side of the family!  
Whose side are you on?

The  
**Groom's**  
side!

No, you're not, stupid!  
You're on the **Bride's**  
side! She's your **Cousin!**

That's right!  
The **Bride** is  
my **Cousin!**

We grew up together! And in  
all those years, we never  
got along and I never won  
an argument with her! She's  
five-foot-two-inches of pure  
anger, temper and hostility!

And that's why I'm  
on the **Groom's** side!



HE SAID, "COUSIN PHYLLIS IS  
A KLEPTOMANIAC . . . BUT DON'T  
BLAB IT ALL OVER THE PLACE!  
IT'S A FAMILY SECRET!"

Whew! Am I glad that's over!  
What a crummy family you come  
from! All that showing-off and  
back-stabbing and put-downs and  
petty jealousies and snubbing!

Boy, I've  
seen some  
rotten things  
going on in  
your family!

Well, I really  
must admit I've  
never seen things  
like that going  
on in your family!

BECAUSE NONE OF  
THE MEMBERS OF  
**YOUR** FAMILY  
SPEAK TO EACH  
OTHER!





My son Arnold, the Doctor, is Head of the Department at his Hospital! And my son Arnold, the Doctor, is writing a special article for a Medical Journal! And my son Arnold, the Doctor—

Will you stop with the "My son Arnold, the Doctor" already! We're all related to him! We KNOW he's a Doctor!

Besides! My son, Bruce, is also involved with the Medical Profession!

HOW is your son, Bruce, involved with the Medical Profession?

He's a PATIENT!!



Boy... am I sorry I came!

Me, too!

I hate these family affairs!

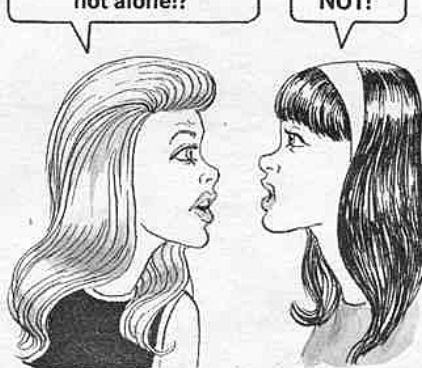
Me, too!

You DO?! You mean somebody ELSE feels the way I do! I'm not alone!?

You certainly are NOT!

Gee... I'm so glad I came!

Me, too!



This family is in a rut! Every Thanksgiving, the same things happen! Aunt Selma will say, "I'm on a diet—and everything looks so delicious!" Uncle Lou will say, "I'm so full, I think I'm gonna burst..."

The children will fight over the drumsticks! Grandma will re-live her childhood! The men will talk about the stock market! The women will slice up any relative that doesn't show up! Aunt Tessy will tell us about her operation! And Nick will watch the football game!

What a dull, predictable bunch!

You're right! It is a bore!

Every Thanksgiving, YOU make the same observations!



I can't sleep!

Is it any wonder!

It happens every time we go to your folks' house for a family get-together!

Yes, that's true!

It must have something to do with being amongst all those hostile in-laws!

Don't give me that, Buster!

It has to do with the fact that you always fall asleep the minute we get there! No wonder you're not sleepy now!





Ohhh! It's terrible to get old! My arthritis is killing me! It was all I could do to walk up the steps outside!

You think you've got troubles! I've got bursitis, high blood pressure and varicose veins!

Listen! The music is starting!

Let's get a little closer to the band!



Look at my sisters! Sylvia is only a little older than me, and she has **TWO** Grandchildren already! And Martha is busy showing pictures of her **FOUR** Grandchildren!

When are you going to stop with the wild oats, get married, settle down, and make **ME** a grandmother?

I might just take you up on that! It's nice to know that my child'll have a Grandmother who can be depended on to take 2 o'clock feedings, and change diapers and baby-sit and do all the other things Grandmothers do!

You know—when you think about it, I'm really **TOO YOUNG** to be a Grandmother!!



I'm racking my brain trying to figure out what to get Cousin Henrietta for her Engagement present!

Leave it to your Mother!

I have here a book that will tell us **EXACTLY** what to give her! Just let me look it up...

Here it is! Give her a **\$20** hair dryer!

That's a good idea! How do you know exactly what to give her?

Because when you were engaged, that's exactly what she gave you!!



As long as I've got the whole family together, let me take a picture! Okay—everybody over there!

He's at it again! Every family has to have a camera nuisance!

Forget it! I'm not moving from this chair!

My hair is a mess!

Go away! Stop bothering us!

While you were all so busy protesting, I was busy shooting **CANDID PHOTOS** of you all!

You didn't! You wouldn't dare!

You sneaky son of a gun!

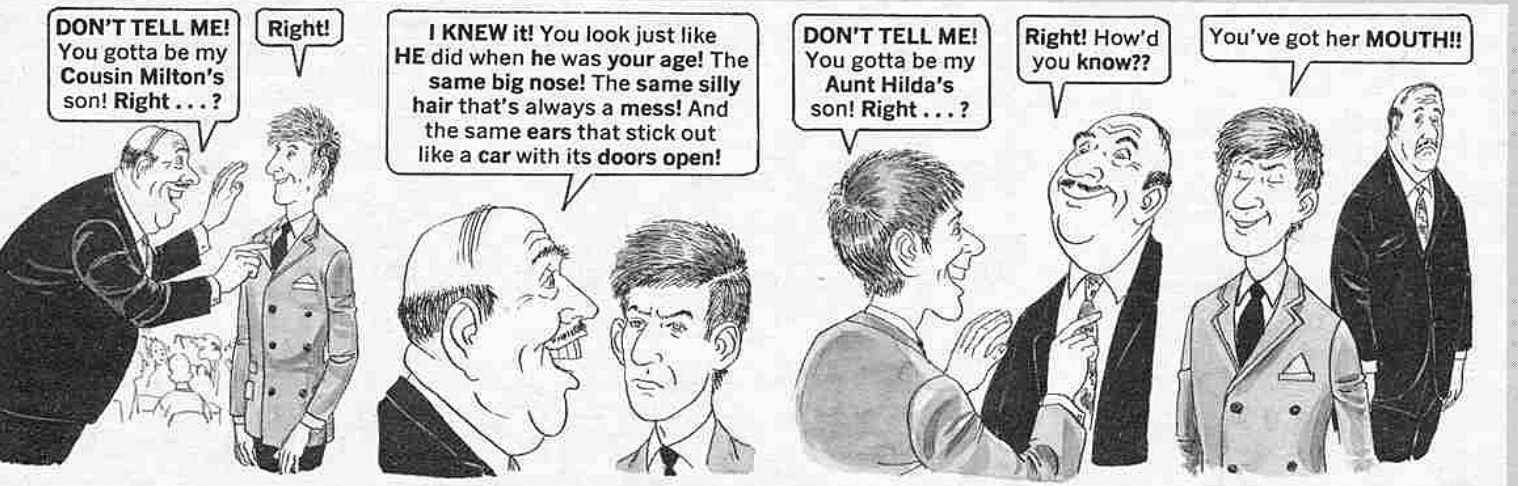
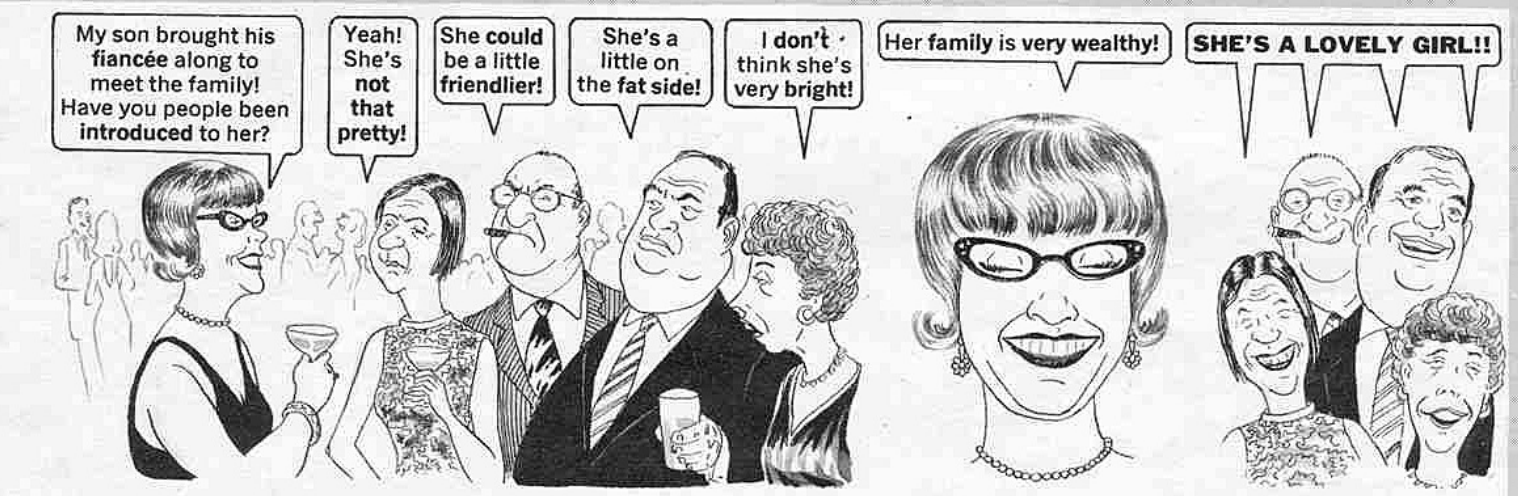
Er... I'd like a copy of each shot!

Me, too, please!

So would I!









# DREAMS THAT WENT UP IN SMOKE


  
 NOW STARRING  
 RONALD  
 REAGAN



PHOTOS BY:  
WIDE WORLD





EVERY CLOUD HAS A SILVER LINING DEPT.

# WHAT IS A BO

ARTIST: SERGIO ARAGONES

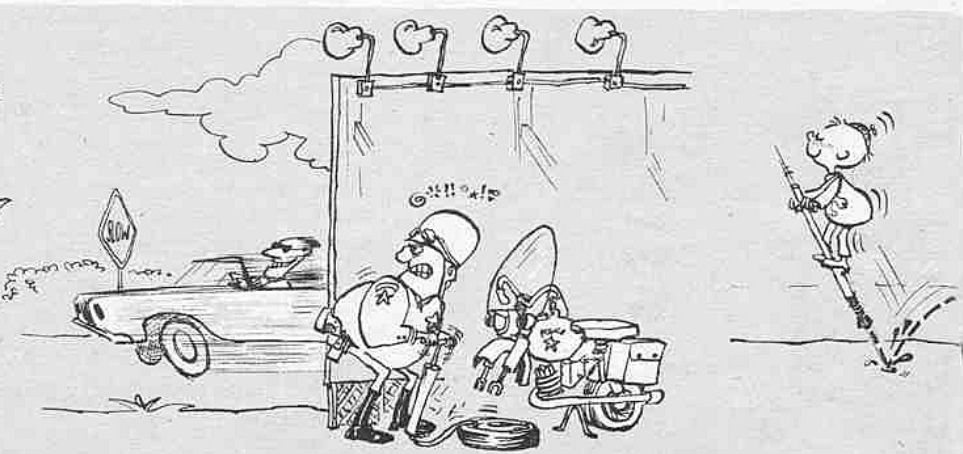
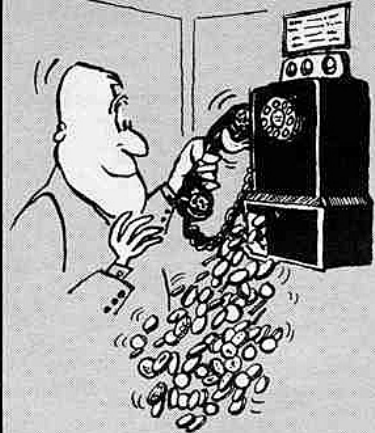
**B**etween the time you're slapped on the back in Maternity, and the time you're slipped on the slab in the Mortuary, you're bound to run into that remarkable creature known as a "Born Winner". It's simply unavoidable. Born Winners require a never-ending supply of poor slobs like you and me to use as stepping stones on their way to the top.

**S**ome people have the mistaken notion that Born Winners are just plain lucky. Nothing could be further from the truth. The word luck implies that it can be either good or bad. For a Born Winner, this is impossible. His luck always turns out to be good no matter how bad it may appear at any given moment. Not only do all his clouds have silver linings, but also the clouds themselves are pure gold.

**A** Born Winner is easy to spot. He's the guy who's drafted the morning the war ends. He's the guy who marries for love and then discovers his bride concealed the fact that she's a millionairess to avoid fortune hunters. He's the guy who's turned away from a fancy restaurant for not wearing a tie the very same night that thirty-six diners succumb to food poisoning.

**C**oincidence plays a large role in a Born Winner's life . . . and guess in whose favor? When a Born Winner goes in to ask for a raise, you can bet it's the morning after the Boss made it with the gorgeous new secretary. When a Born Winner has to exchange his tickets for a Hit Show to another night, you can bet he's avoided the night both stars are replaced with understudies. When a Born Winner decides to try another route to work for the first time in ten years, you can bet it's the day rioters burn fifteen cars along the old route.

**I**n one strange way, a Born Winner needs to be pitied. For the rest of us, one of life's thrills is its uncertainty. This thrill is denied the Born Winner. He always knows how things will turn out. If he kicks a dog in front of the ASPCA Shelter, he knows he'll wind up being rewarded for dislodging a bone in its throat. If he loses





# BORN WINNER?

WRITER: AL JAFFEE

a sweetheart to a rival, he knows she'll turn out to need \$11,000.00 worth of medical and dental care. And if his wife buys what looks like a worthless piece of junk at an auction, he knows it's going to turn out to be a priceless Cellini original.

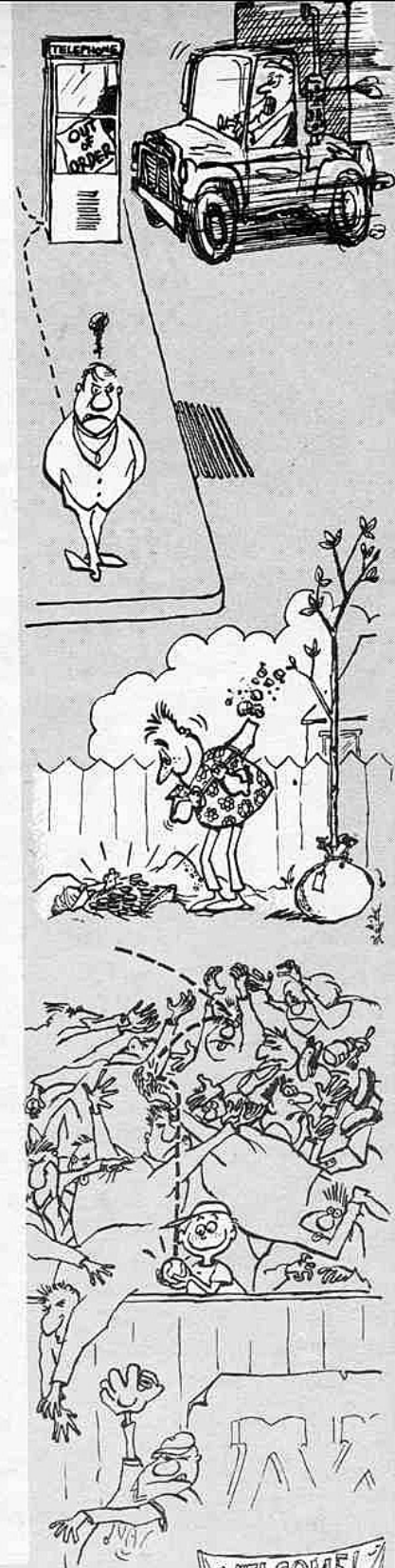
**S**ometimes, it's incredible how victory is snatched from the jaws of defeat by Born Winners. If a Born Winner is stuck with huge alimony payments, his ex-wife promptly marries the milkman. If a Born Winner's car turns out to be a lemon, it's immediately stolen and the insurance money pays for a new one. If a traffic cop is about to give a Born Winner a ticket, a burglar alarm suddenly goes off somewhere down the street. And if a Born Winner is bumped off a plane by a VIP, that's the plane that's never heard from again.

**A** Born Winner is always predictable. Although it's plain to see that he's not doing anywhere near as well as you are on the job, you know he's going to be your next Boss. Although he doesn't seem to have a single quality a girl could like, you know he's going to steal yours away from you. And although he cheats brazenly on his Income Tax, you know you'll get nailed for some minor oversight while he gets an even larger refund than he claimed.

**A** Born Winner is like an aristocrat. He assumes that it's his birthright to come out on top, regardless of how preposterous it may seem to the rest of us. He's hardly surprised when the oil property he's invested in doesn't produce oil because there's too much gold in the ground. He's not particularly impressed when his bank accounts are constantly being treated to huge errors in his favor that even the most sophisticated computers never catch. And he's far from amazed when he's the only chemist searching for a new washday detergent who comes up with a cure for Cancer. Because as far as a Born Winner is concerned, he lives by only one simple credo:

**"SOMETIMES YOU WIN . . . AND SOMETIMES YOU WIN!"**

EDITOR'S NOTE: A "BORN WINNER" IS AN IDIOT WHO SELLS US A CRUMBY ARTICLE LIKE THIS WHEN THERE'S PROBABLY MUCH BETTER STUFF IN OUR WASTEPAPER BASKET!





## STAGE OF MIND DEPT.

Today, everybody's concerned about the "Generation Gap"! Well, MAD has investigated this Great National Problem . . . and you know what? We have discovered that there isn't just *one* "Generation Gap"! There are *many* "Generation Gaps". . . all the way from "7" to "70"! To give you a picture, we now present . . .

# MAD'S LIFE ATTITUDE

## WATCHING A TV DOCUMENTARY ON VIETNAM

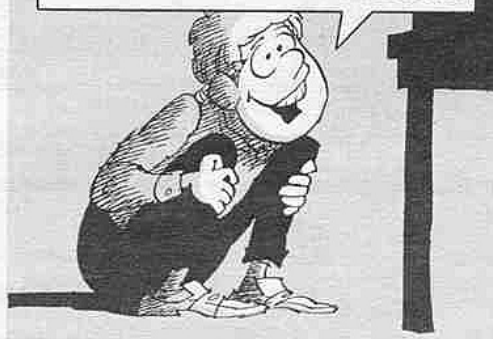
Age 7

Rat-a-tat-a-tat! Give it to 'em good! Kill 'em! Wipe out those Commie rats!



Age 14

Hey, they're firing that new XB4 Rocket . . . the one that can level a whole town!



Age 20

College should defer me until I'm 22! Then, I could enlist in the Peace Corps for two years . . . and Vista for another two years . . . and by then, I'll be 26 . . .



## WATCHING A NEIGHBOR'S HOUSE BURN DOWN

Age 7

What a shame!

I'll say! It burned down before the firemen had a chance to use their great new 50-foot ladder!



Age 14

What a shame!

Yeah! We had a basketball net set up on their garage!



Age 20

What a shame!

I agree! Maybe this will give you some idea of what we're doing in Vietnam!



## ON SEEING A POLICEMAN

Age 7

I tell ya, those are REAL BULLETS in his belt! He let me touch 'em once!



Age 14

Ahh, he's just a beat Patrolman! The cops on the Tactical Squad wear helmets and bust heads open!

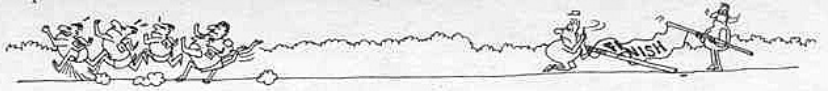


Age 20

I wonder if he KNOWS that he's a Fascist pig and a tool of the Military-Industrial complex?!







# ETIMETIME CHART OF S AND BEHAVIOR

ARTIST: PAUL COKER, JR.

WRITER: FRANK JACOBS

**Age 35**

For this propaganda, they had to pre-empt "Mission Impossible"?!



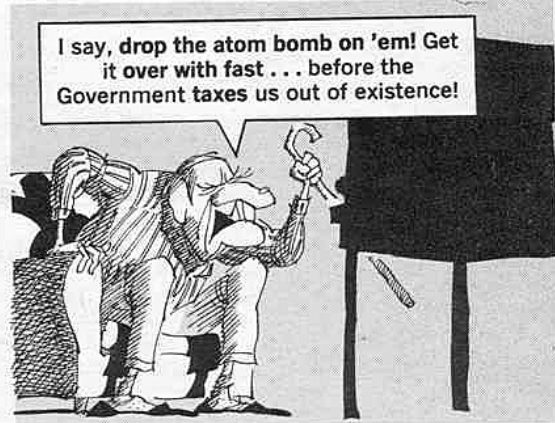
**Age 50**

Vietnam! Korea! Big deal! Listen, I was in the BIG ONE . . . back in 43!



**Age 70**

I say, drop the atom bomb on 'em! Get it over with fast . . . before the Government taxes us out of existence!



**Age 35**

What a shame!

It sure is! He mixed one helluva Martini!



**Age 50**

What a shame!

You bet it is! This will probably drive up Insurance Rates in the neighborhood!



**Age 70**

What a shame!

I'll say! The smell of smoke aggravates my heartburn!



**Age 35**

Poor devil! Overworked! Underpaid! Always being abused! I wouldn't be in his shoes for a million dollars!



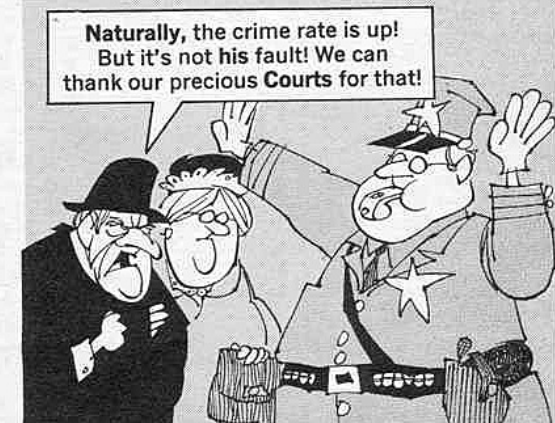
**Age 50**

Of course he's on the "take"! They're ALL on the "take"!



**Age 70**

Naturally, the crime rate is up! But it's not his fault! We can thank our precious Courts for that!





## IMPRESSING THE OPPOSITE SEX

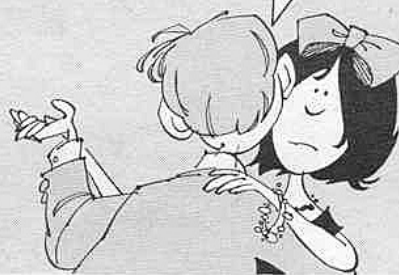
Age 7

If you're real nice to me, I'll let you see my frog!



Age 14

Sorry if my face feels a little rough! I haven't shaved since this morning!



Age 20

... and I got THIS scar when I crashed through the police barricades while picketing a Ronald Reagan Film Festival!



## ORDERING DINNER IN A RESTAURANT

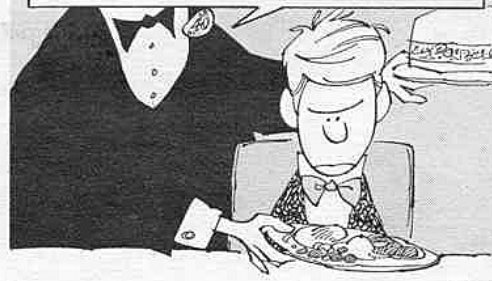
Age 7

Let me get this straight! You want BOTH caramel sauce AND hot fudge sauce on your French Fried Potatoes!?



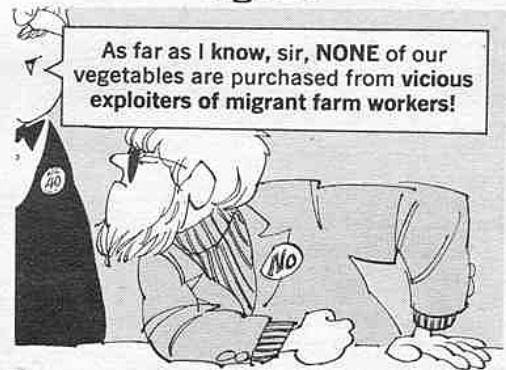
Age 14

I assure you, young man, that you have NOT been given a "Children's Portion"!



Age 20

As far as I know, sir, NONE of our vegetables are purchased from vicious exploiters of migrant farm workers!



## CONCERNING THE FAMILY DOG

Age 7

Floyd ... you're the only true friend I've got!



Age 14

Will somebody hold Floyd! He's trying to follow me to the movies!



Age 20

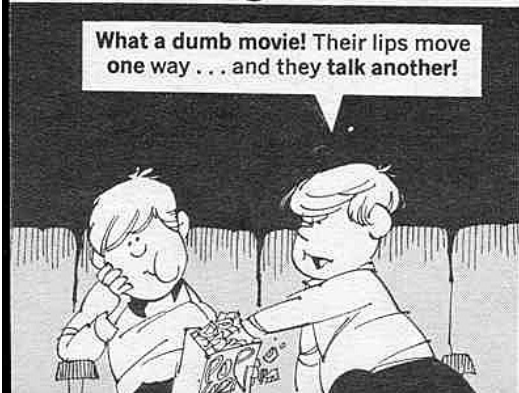
Alas, poor Floyd ... a prisoner of the Establishment like the rest of us!



## WATCHING A "NEW WAVE" SWEDISH ART FILM

Age 7

What a dumb movie! Their lips move one way ... and they talk another!



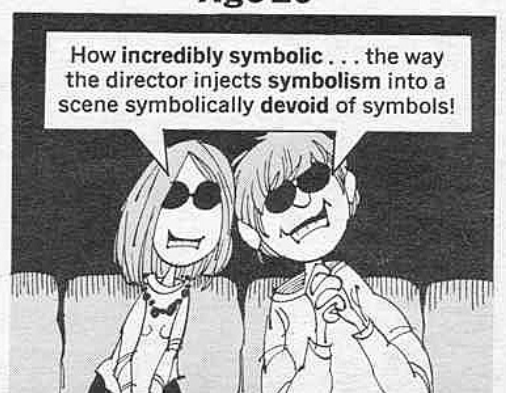
Age 14

Hoo-boy! Here comes the scene where she takes off all her clothes!



Age 20

How incredibly symbolic ... the way the director injects symbolism into a scene symbolically devoid of symbols!





### Age 35

I'm really just a kid at heart  
... and this is one of my toys!



### Age 50

Go ahead! Punch me in the stomach!  
I'm solid ... solid as a rock!



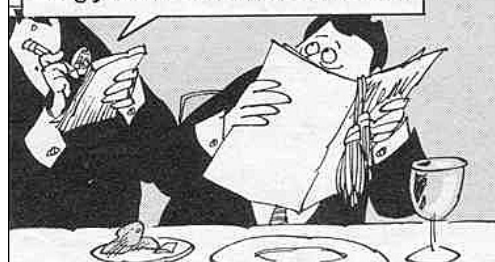
### Age 70

No, no, my dear! Don't thank me  
for this little bauble! It's  
just my way of doing things!



### Age 35

I appreciate your ordering in French,  
sir, but you have just requested I  
bring you an "oven-broiled tractor"!



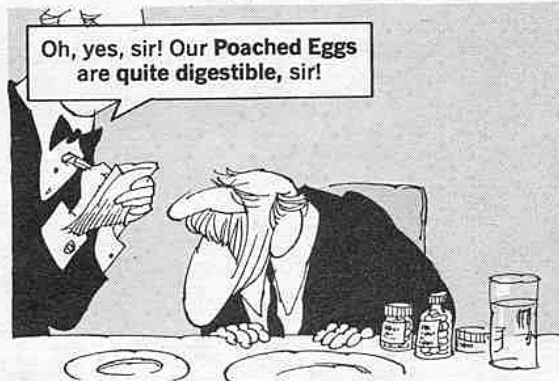
### Age 50

I'm sorry, sir ... but offhand, I am  
unable to give you an EXACT calory  
count for our Pineapple Cream Surprise!



### Age 70

Oh, yes, sir! Our Poached Eggs  
are quite digestible, sir!



### Age 35

Floyd is pedigree stock! One day, I'll  
show him—if I can ever find his papers!



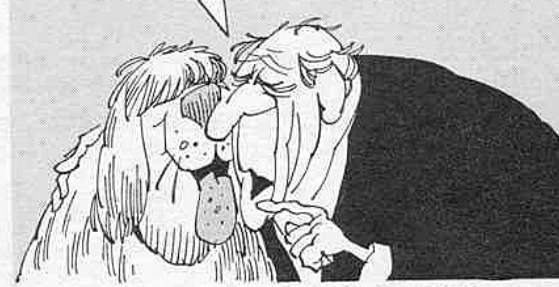
### Age 50

Ah, Floyd ... how lucky you are to  
know nothing of inflation, labor  
problems, and the Internal Revenue!



### Age 70

Floyd ... you're the only  
true friend I've got!



### Age 35

Art! Schmart! It's the SEX  
that brings in the customers!



### Age 50

I'm no prude, but there are some things  
that should be just plain BANNED!!



### Age 70

What else can you expect from a  
permissive society catering to  
immoral Left-Wing extremists!





## DATA KNOWS BEST DEPT.

Television coverage of recent elections has included something new in American politics: "The Instant Prediction". With the help of computers, and as little as 1% of the votes counted, the TV Networks can tell us exactly who the winner will be. Often, they can do even better than that and predict the outcome when only a few hundred voters in scattered "key"

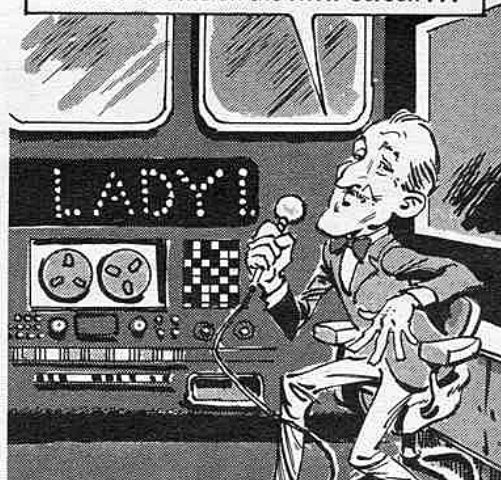
# FUTURE INSTA

## IN SPORTS

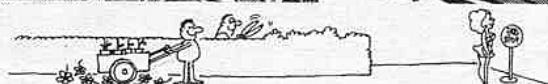
Lee Marsh, your WWQB-TV Racing Reporter, here, folks ... and it's another great day at Belmont Park. The first race is about to begin ... the horses are in the starting gate ... and ... **THEY'RE OFF!!**



As they approach the first turn, let's switch on IWHF, folks ... that's our Instant Winning Horse Forecaster ... feed in the information, and see what we come up with. Can you hear those circuits humming, fans, as IWHF works out the problem? Now the tapes have stopped spinning ... and here comes the winner's name on the IWHF screen ...

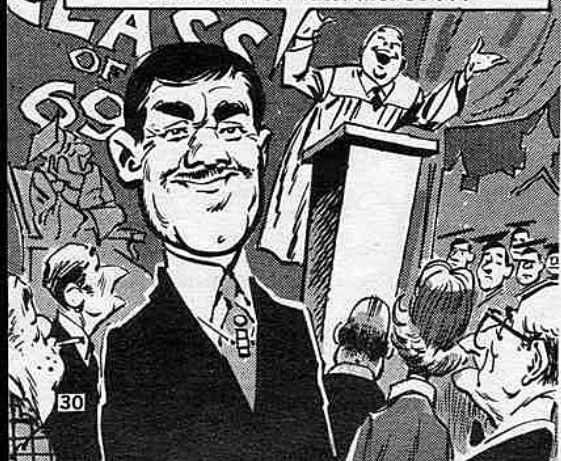


The winner of the first race will be ... **LADY LOU!** How about that, folks? Incidentally, this will be Lady Lou's third victory in her last five starts. And now, as the horses go into the back stretch, and our eventful winner, Lady Lou is still in fifth position, let's pause for a message from our sponsor ...



## IN EDUCATION

This is Weldon Montgomery, and this is "Graduation, U.S.A." Today, we are at the beautiful campus of Finster College, where commencement exercises are already under way, and diplomas are about to be presented. I know that many of you are friends and relatives of the graduates, and that you'll be interested in knowing exactly how these young people are going to make out in later life. So ...



... without further ado, let's start feeding the information into ELF ... that's our Entire Life Forecaster ... and see just what is going to happen to each graduate as he steps forward to receive his diploma. And here is our first graduate, Arnold Abrams ...



Based upon statistical projections of his grades, intelligence, aptitudes, and other factors, ELF predicts that **Arnold will do VERY WELL** for himself in later life ... mainly because he's going to marry the Boss's daughter!

And now let's let ELF tell us about our second graduate, Nancy Axel ...





precincts have cast their ballots. Which brings us to this MAD article. Whether they realize it or not, the TV bigwigs have their hands on a great gimmick here. They just haven't carried it far enough. It's easy to visualize the marvelous advantages that can be had when the TV people have perfected their miraculous forecasting machines and we have these...

# NT PREDICTIONS

ARTIST: JACK RICKARD

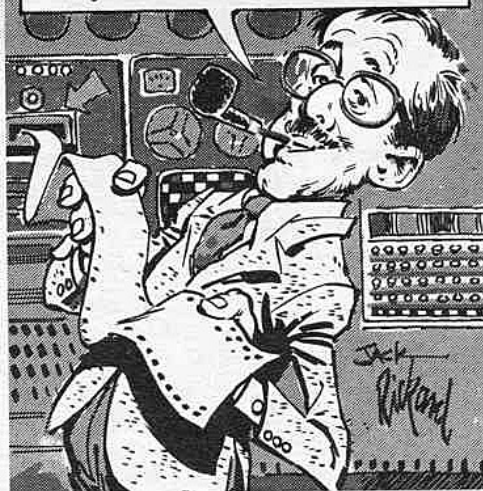
WRITER: WILLIAM GARVIN

## IN SCIENCE

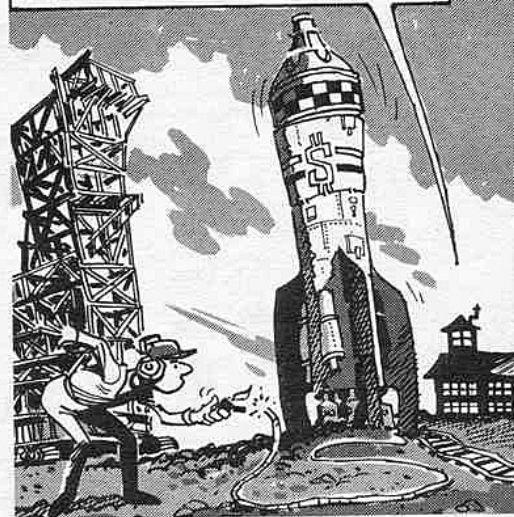
This is **Gordon Robinson**, reporting to you directly from the press compound here at **Cape Kennedy**. I know that the entire nation is anxiously awaiting word about our two brave astronauts, **Major Glenn Hardy** and **Captain Richard Strong**, as they begin their historic voyage to **Venus**, aboard **NASA-127**...



...so let's feed the information to **SPIT**... that's our **Space-Probe Instant Telecomputer**... and let **SPIT** predict the outcome. And here's the answer... The flight **WILL** be successful, and our two heroes **WILL** return to Earth safely on April 3rd at 11:04 A.M. ... only two minutes behind schedule!



That certainly is wonderful news, eh, folks? Now that we know the outcome of this exciting voyage to **Venus**, we'll be able to breathe a lot easier as we witness the actual launching, right? So let's go over to **Mission Control** and the final countdown! Ten... nine—



## IN SOCIETY

It's **THE** social event of the year, as **Gloria Carruthers Carstairs**, last season's most captivating debutante, marries **Stanton Vandervoort IV**, scion of the fabulously wealthy **Newport** and **Palm Beach Vandervoorts**! I'm **June Fey** of **WXTA-TV**, and this is "**Society**"!



We're broadcasting live from the steps of beautiful **Westbrook Cathedral**, where an enormous throng of well-wishers is waiting for the bridal couple to emerge. And while we're waiting, let's program **MRS**... our **Marriage Result Summarizer**... with the **Carstairs-Vandervoort** nuptial statistics and see what it comes up with...

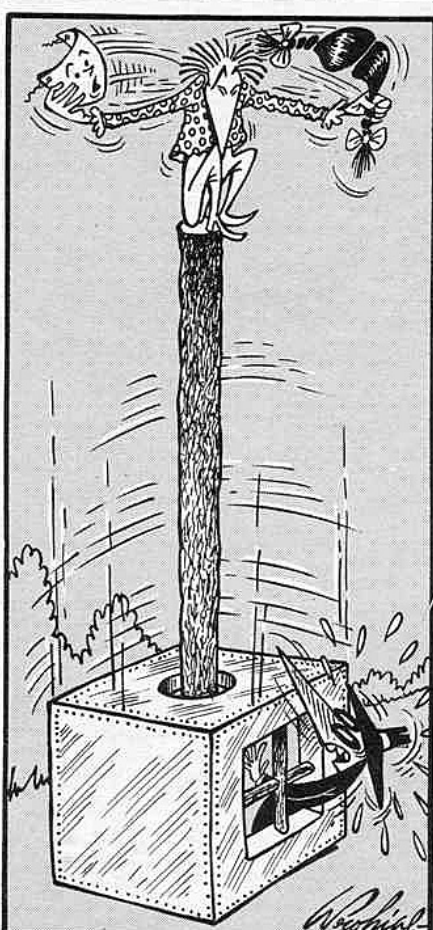
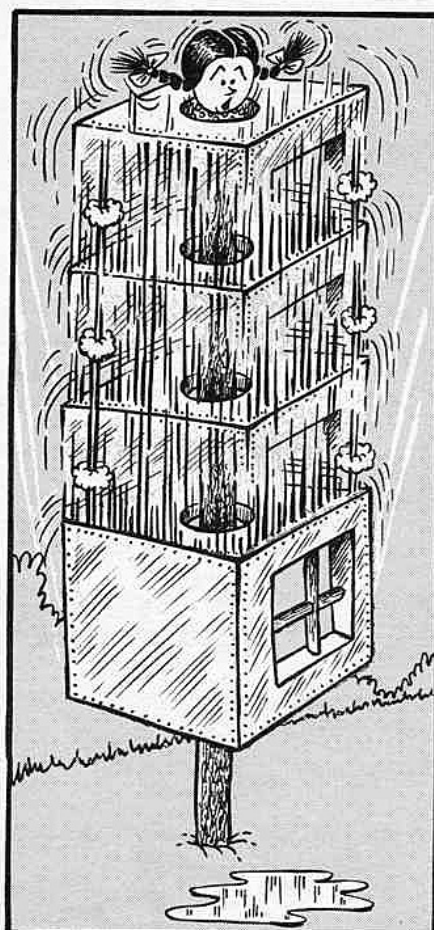
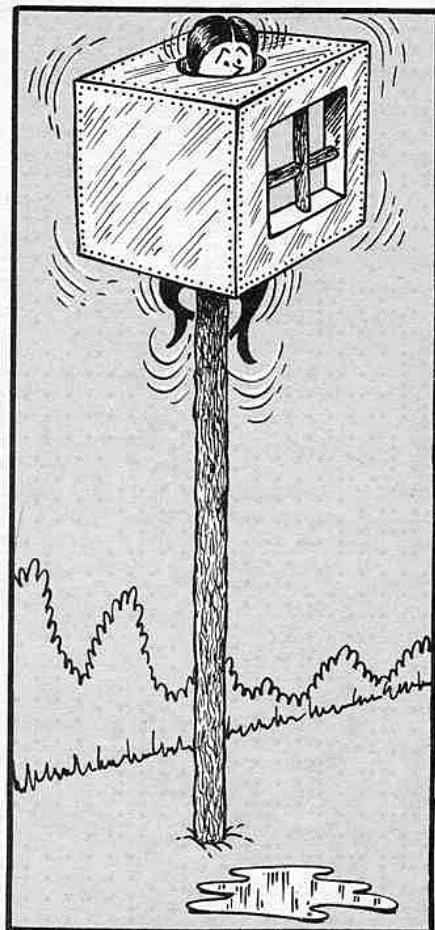
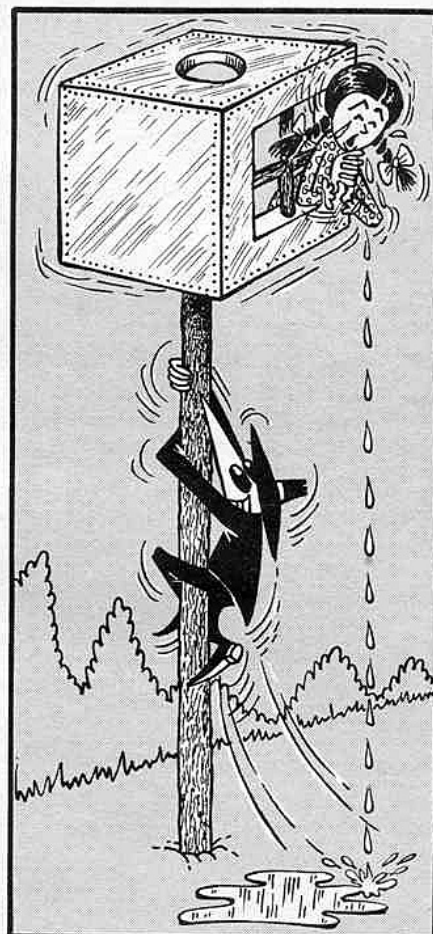
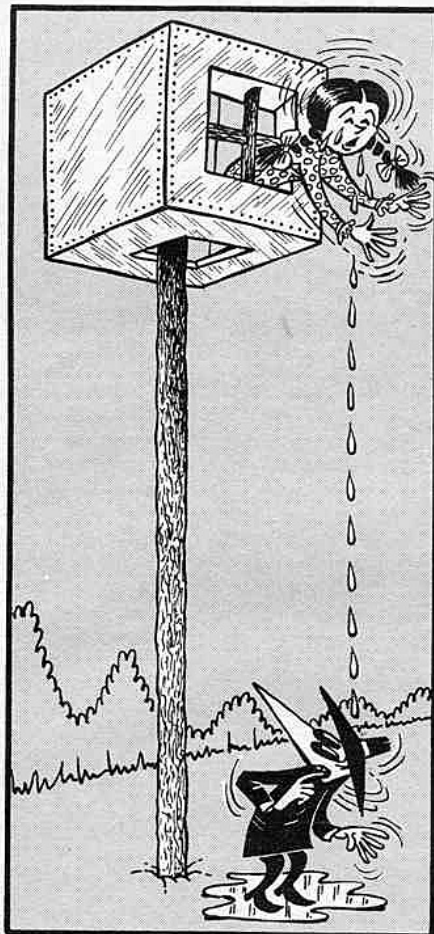
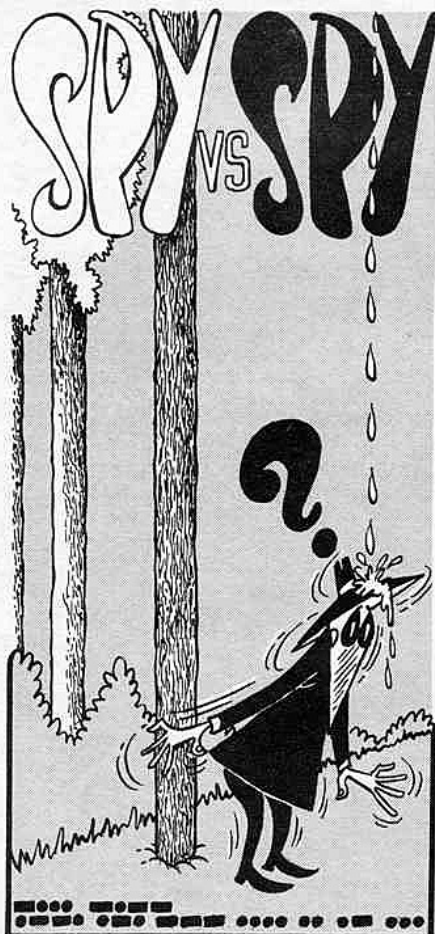


And here's how **MRS** sees it, folks... **Oh-oh! Bad news!** It looks like **Gloria** and **Stanton** are going to run into trouble, and their marriage is only going to last **three years, two months and four days!** Isn't that a shame?!

And here comes the happy couple now!









One of the big "In" hobbies of our affluent society is "Antique Collecting." Yes, all the worthless junk our Grandmothers threw out years ago has become valuable junk today . . . and people will pay fortunes for it. What actually IS an "antique"? Anything that was useful at one time, but which progress outmoded, and "Collectors" are now clamoring for. For instance, things like:



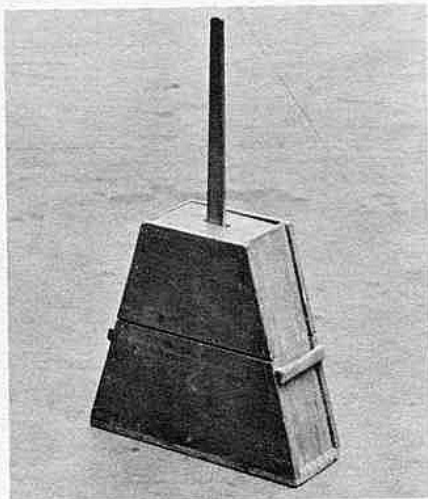
Crank-Handle Telephones



Early American Oil Lamps



Oily American Earl Lamps



Wooden Butter Churns



Old Coffee Grinders

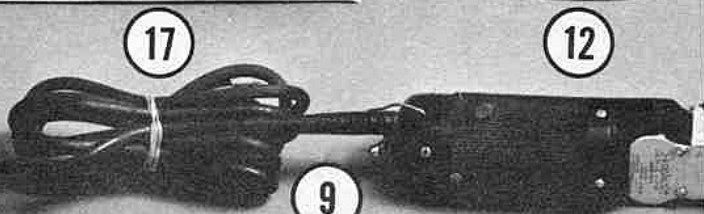
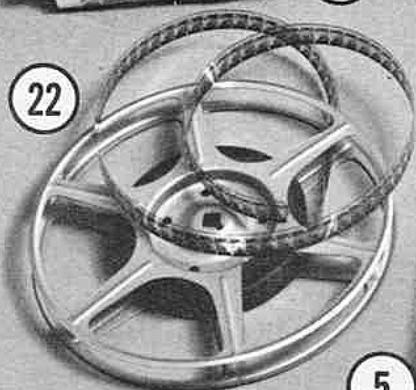
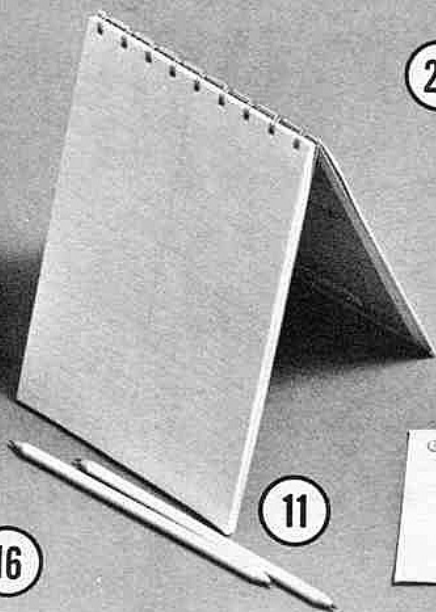
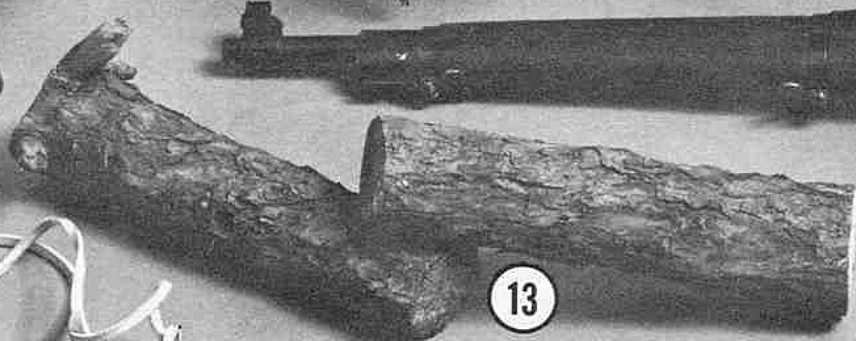
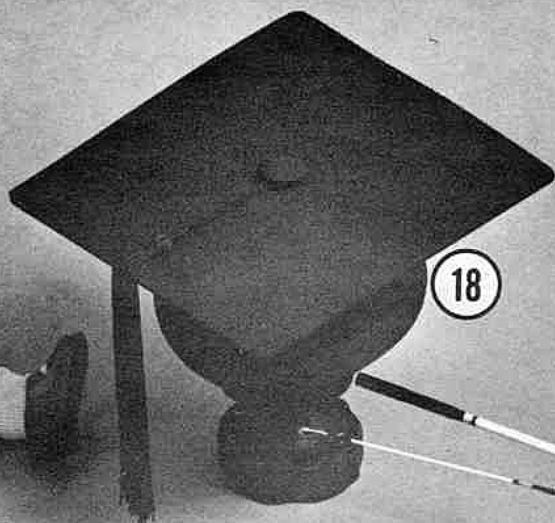


Old Organ Grinders

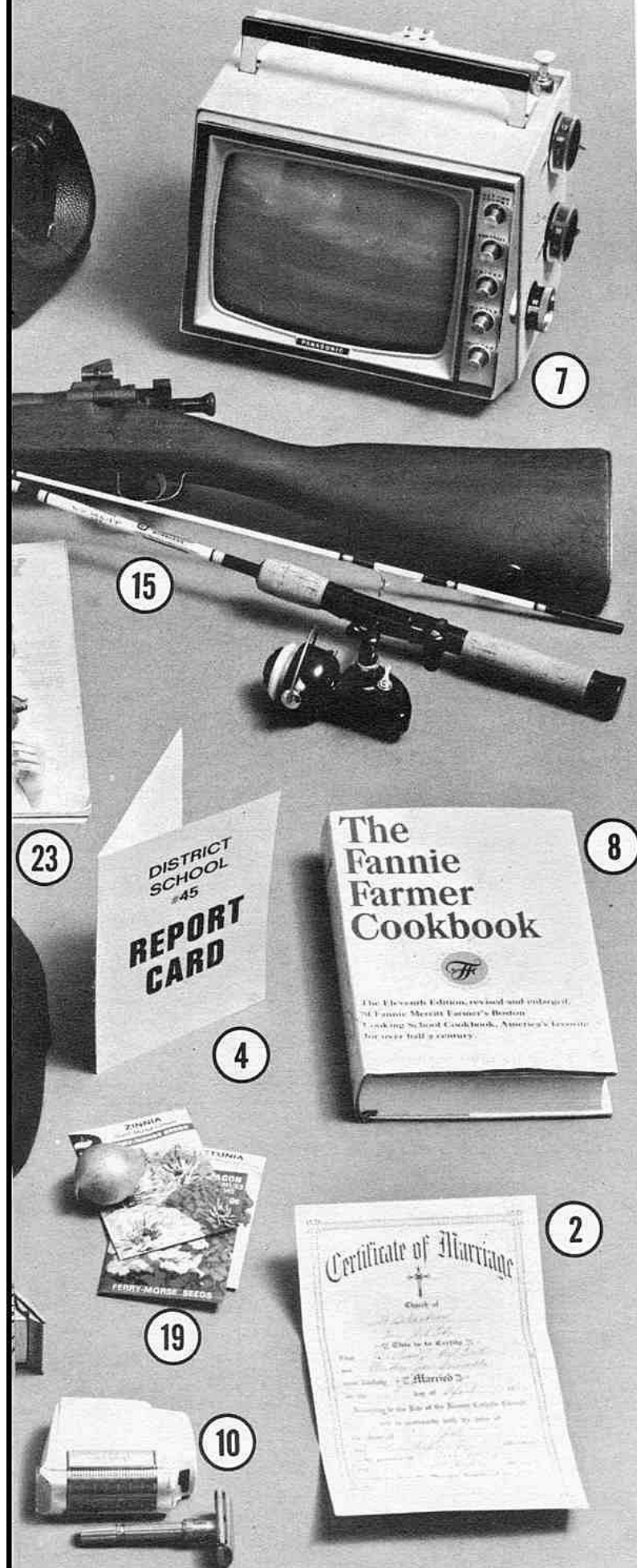
. . . and so on. Which is okay with us. But what we'd like is to avoid making the mistakes our Grandmothers made and *hold on* to today's worthless junk till it becomes tomorrow's *valuable* junk. For some possibilities, let's take . . .

# A MAD LOOK AT ANTIQUES OF THE FUTURE









(1) **DOCTOR'S SATCHEL**—Small black bag once carried by MD's when making what were known as "House Calls".

(2) **MARRIAGE LICENSE**—Official document required by law before a man and a woman could live together.

(3) **POLICEMAN'S "BILLY"**—A crude Law Enforcement weapon that was effectively used before complaints of "Police Brutality" rendered Cops on the beat powerless.

(4) **REPORT CARD**—Official document once issued to all school students for perusal by their parents, it contained coded letters and numbers known as "Grades".

(5) **PACK OF CIGARETTES**—Objects made of paper and tobacco once smoked by large numbers of people before "Cancer" and "Heart Disease" scares of the late 60's.

(6) **EYEGLASSES**—Visual aid once worn on the bridge of the nose prior to widespread use of Contact Lenses.

(7) **BLACK & WHITE TV SET**—Crude early television device which showed only grey images, without color.

(8) **COOK BOOK**—A collection of "Recipes", popular among housewives back in the era when meals were hand-cooked with "fresh" meats, vegetables and seasonings.

(9) **ELECTRIC TRIMMER**—Tool used in "Barber Shops" where males once went regularly to have hair cut off.

(10) **RAZORS**—Crude tools, both manual and electric, once used daily by males to keep chins free of beards.

(11) **STENO PAD & PENCIL**—Items once used by human secretaries to take "dictation" in pre-automation era.

(12) **N.Y. YANKEES CAP**—Headpiece worn by players in dull, mild, non-violent game known as "Baseball" which has been replaced by more brutal, bloodthirsty sports.

(13) **FIREPLACE LOGS**—Once burned for display, never heat, in special niches in suburban and country homes, these logs were made of a rare substance called "wood" . . . a material found only in expensive jewelry today.

(14) **DO-NOTHING DOLL**—An antique toy once popular with little girls, this model neither walked, talked, cried, burped, cheesed, wet, nor threw temper tantrums.

(15) **FISHING AND HUNTING EQUIPMENT**—Once used by so-called "Sportsmen" before air and water pollution killed off all fish, birds and animals before they did.

(16) **NEWSPAPER**—One of many, read by millions before exorbitant Union demands put them all out of business.

(17) **LETTER WITH STAMP**—A method of communication, made obsolete by final collapse of U.S. Postal System.

(18) **MORTAR BOARD**—Curious headgear once worn at College Graduations before violent student demonstrations completely eliminated Institutions of Higher Education.

(19) **SEEDS AND BULBS**—Once used in gardens to grow flowers before plastic imitations made them unnecessary.

(20) **PAYCHECK**—Weekly item of monetary exchange once earned by workers before entire country went on Welfare.

(21) **PAPER MONEY & COINS**—Popular medium exchange used to buy goods before advent of Credit Card system.

(22) **PORNOGRAPHIC STAG FILM**—Illicit primitive form of average contemporary motion picture shown everywhere.

(23) **PLAYBOY MAGAZINE**—Rendered obsolete by advent of "See-Thru" and "Topless" styles of Women's Fashions.

(24) **MAD MAGAZINE**—Rendered obsolete by advent of intelligent discrimination in popular reading material.





Okay, gang, here we go again with another installment of our series which explores that hidden world

# A MAD PEEK BEHIND

ARTIST: BOB CLARKE





where dedicated people are working secretly and tirelessly to make our lives miserable. This one is

# THE SCENES At the U.S. Congress

WRITER: LOU SILVERSTONE



You know what's wrong with kids today? They lack morality! Today, I'm introducing a bill making prayers in the schools compulsory!

Okay, but don't make one of your usual longwinded speeches, or we'll be too late to get a good table at the Topless Restaurant!

We've been getting a lot of pressure to do something about air pollution!

I move that we appoint a Committee to study the problem!

But we did that last year!

Well, this year, you can be on the Committee! We'll start our study in Las Vegas, then go on to Hawaii...

I second the motion that we form a Committee to study Air Pollution!

By using this Copy Machine, I save hundreds of dollars a week in typing costs!

The taxpayers should be very grateful!

He forgot to mention that he hired his son to run the machine... at \$200 a week!

Of course I still love you, Baby! It's just that my wife is getting suspicious about my working late every night...

This is the best wire tap yet!

Oh, no it isn't! You should hear the tape of his wife and her boyfriend!

But what's this got to do with the Communist infiltration into Labor Unions??

We've got to take some action against inflation and the shocking rise in the cost of living!

Right! How about introducing a bill to increase our salaries and expense accounts?

I hope it's as shameful and disgraceful as yesterday's movie!

Hey—get this! Senator Lameduck just ordered an Air Force Jet for a junket to Rome!

What a conscientious guy! His last month in office, and he's visiting every trouble spot in the world!

Yeah! Some trouble spots! London, Paris, Stockholm—and now Rome! What's the trouble he's studying this time... "Behind-Pinching"?

CONGRESSIONAL BARBER SHOP  
HAIRCUTS 75¢

Clark





# V.I. PEEK DEPT.

We are all familiar with the public images of famous celebrities. We get them from newspapers and television. Like for example, Jack Benny is supposed to be stingy, Ed Sullivan is supposed to be a stiff, etc. But don't you ever wonder

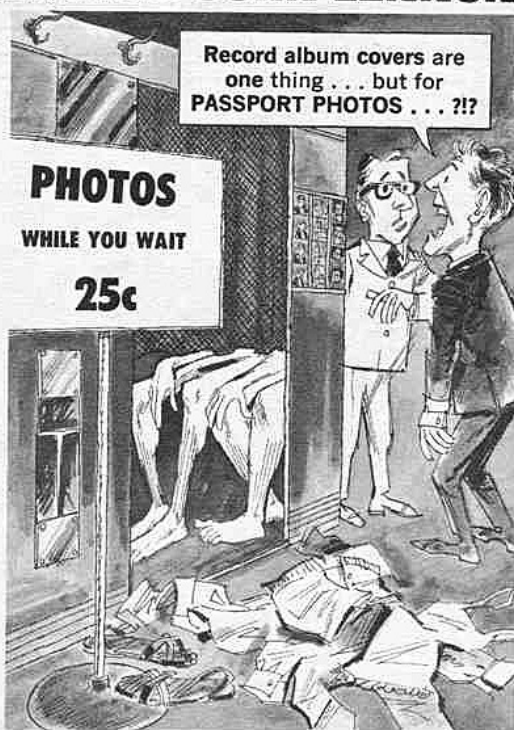
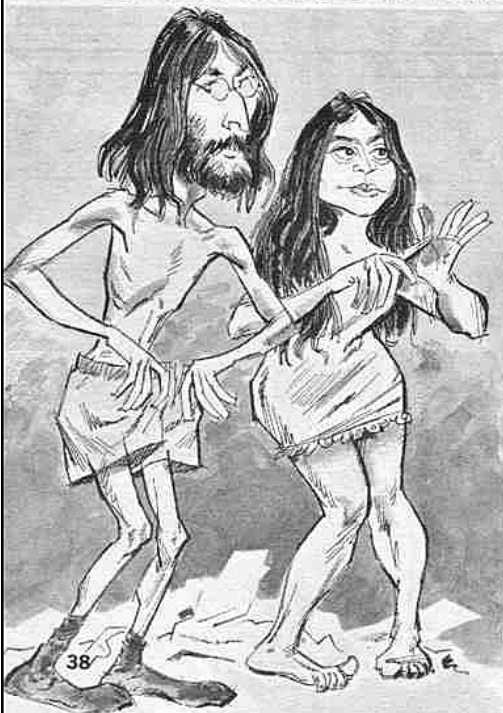
# A MAD L CELEBRITIES IN RE

ARTIST: JOHN JOHNS

## JACKIE KENNEDY ONASSIS And Family Go Shopping



## An Afternoon Out With Mr. & Mrs. JOHN LENNON



## HUGH HEFNER And H





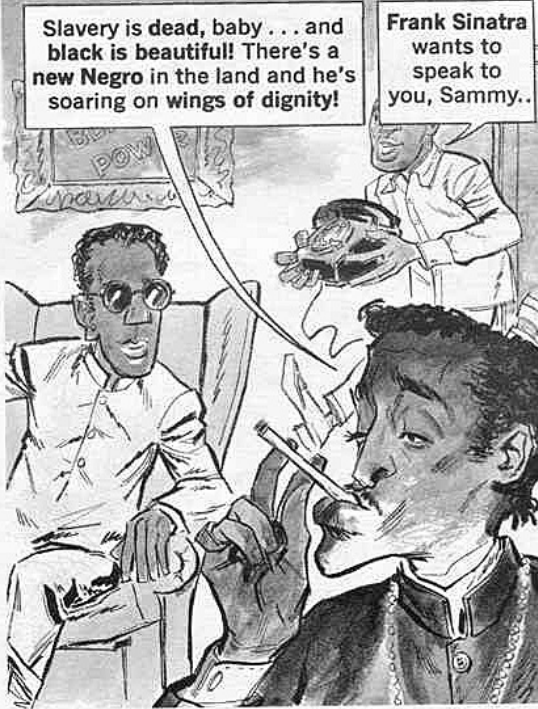
what these people are *really* like . . . out of the spotlight? . . . in their homes? In average, every-day living? Well, we'd like to *tell* you what they're like, but we don't really know! We can just *surmise*! So why not join us now as we take...



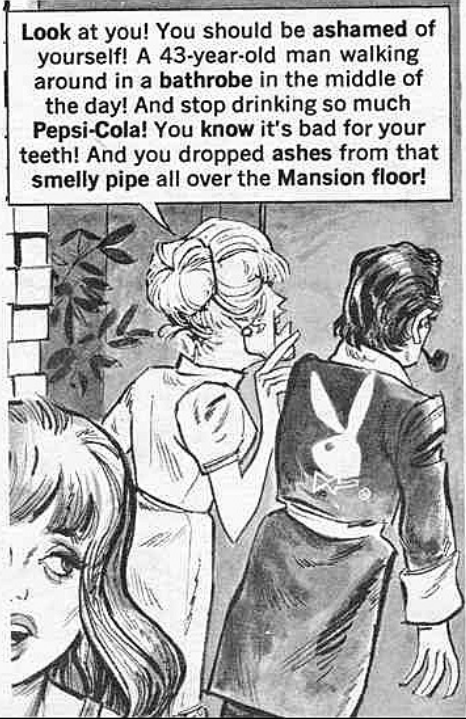
# LOOK AT AL-LIFE SITUATIONS

WRITER: LARRY SIEGEL

## SAMMY DAVIS, JR. Tells It Like It Is



## is Domestic Problems

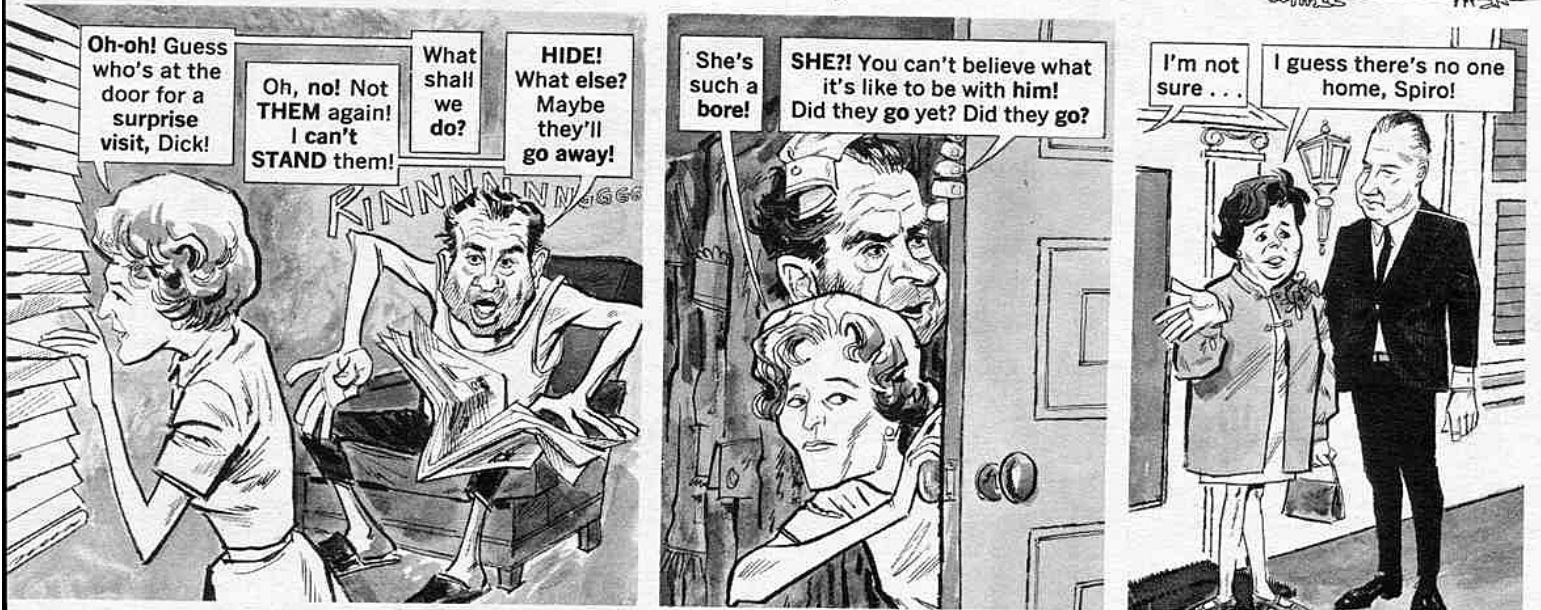




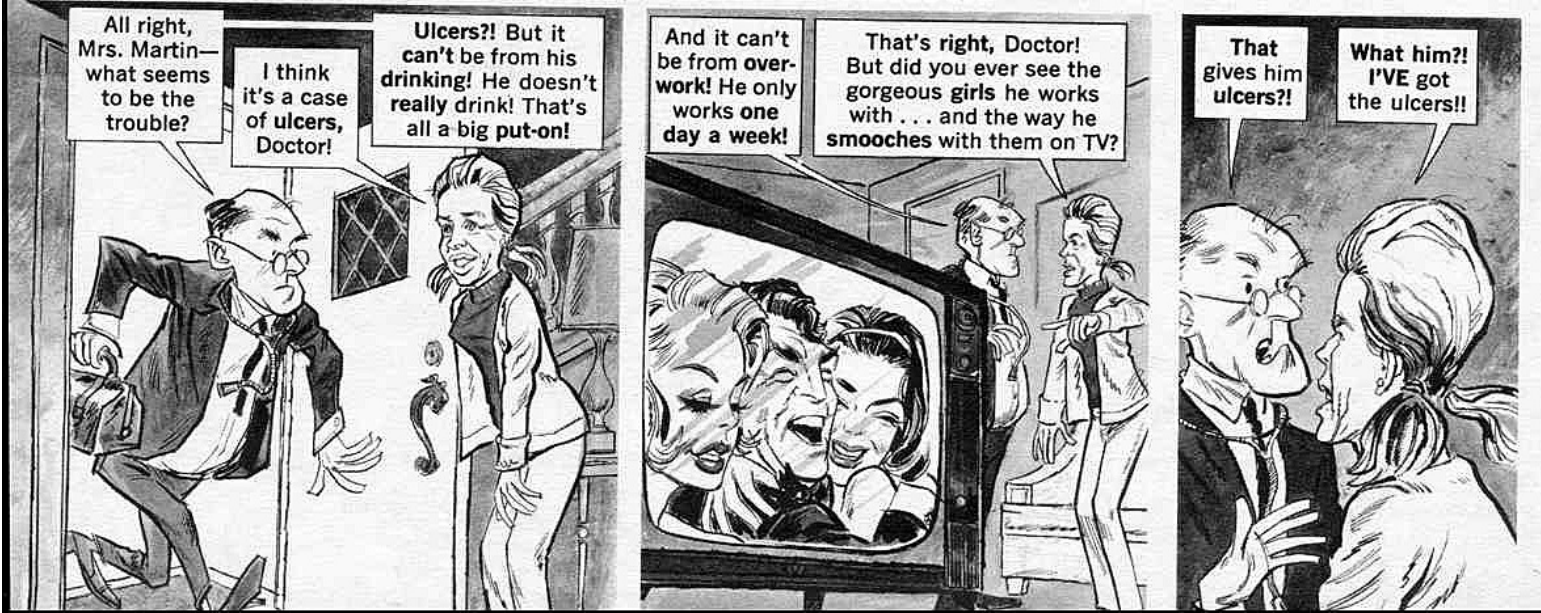
## A Busy Day at the Home of **FRANK SINATRA**



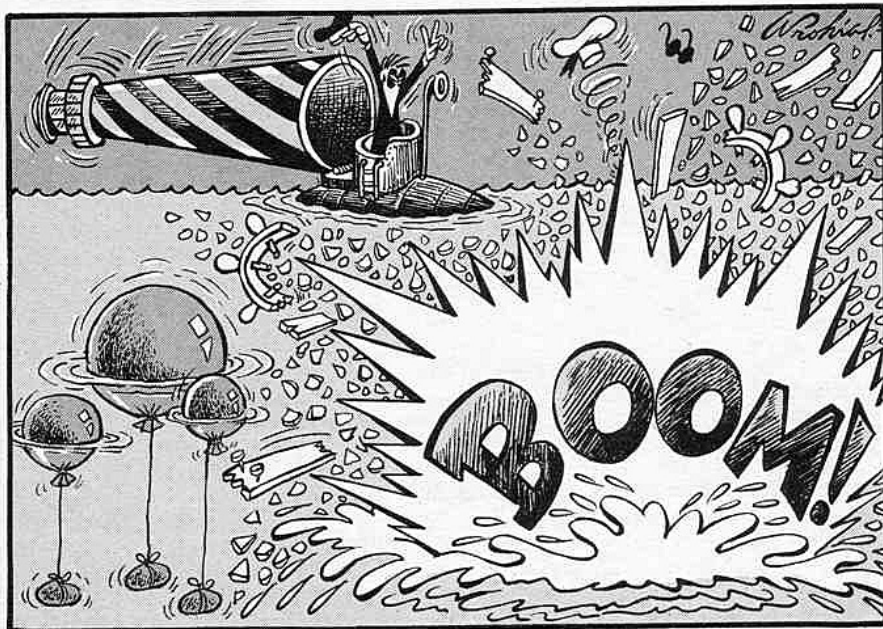
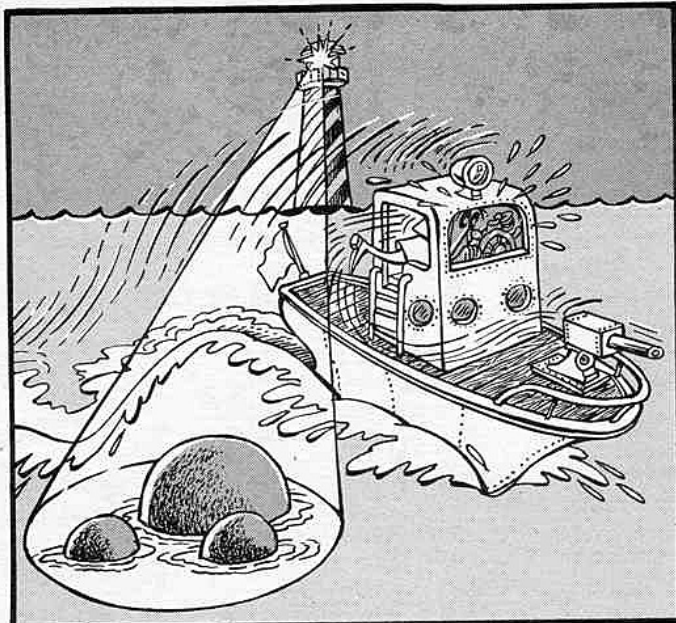
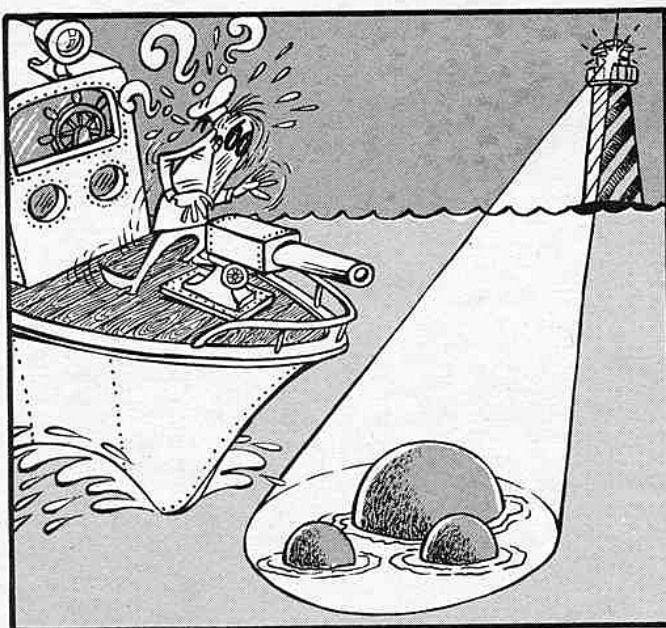
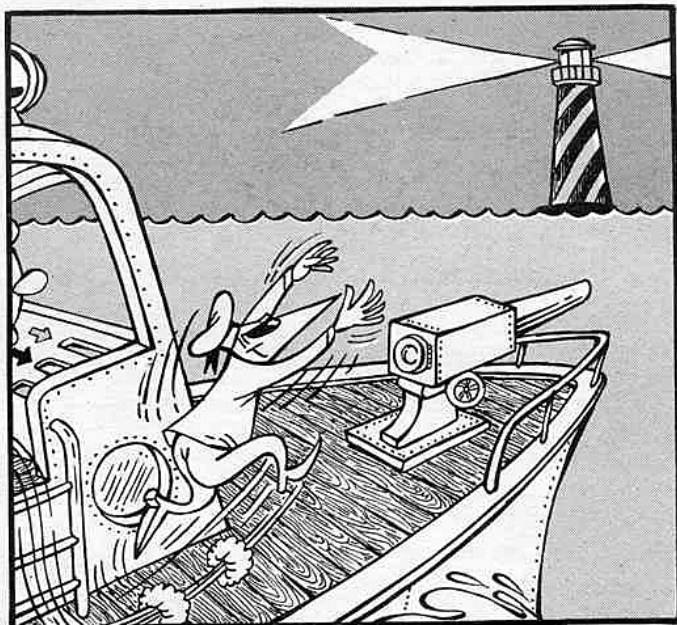
## **THE NIXONS** and Unexpected Sunday Guests



## The Doctor Visits the Home of **DEAN MARTIN**









GIVE OUR REGARDS TO BROADWAY JOE DEPT.

Hey, Pro Football fans! Here is a fictionalized "MAD" look at what we'd probably find if we were to make a quick pass through the contents of...

# JOE NAMATH'S WALLET

WRITER: ARNIE KOGEN

## Sports Illustrated

TIME-LIFE BUILDING NEW YORK, N.Y.

Mr. Joe Namath  
New York Jets  
Shea Stadium, N.Y.

Dear Mr. Namath:

We are in the process of compiling a collection of "Famous Quotations by Sports Immortals" which embody their playing philosophies. Included will be such great statements as:

"Win one for the Gipper!".....Knut Rockne

"The bigger they are,  
the harder they fall!".....Jack Dempsey

"This home run's for you, kid!".....Lou Gehrig

"Me and my brother will win sixty!"....Dizzy Dean

"I know I can make it  
in the big leagues!".....Jackie Robinson

"Count on me--he won't last three!"..Muhammad Ali

It is our understanding that you were recently quoted as saying:

"Get all the money you can--while you can!"

Is this true?

Does this express your playing philosophy?

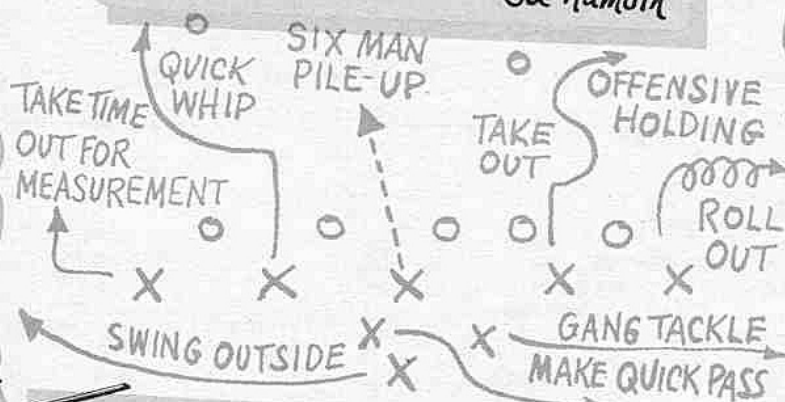
Yours truly,

*Agatha Wormley*  
Agatha Wormley  
Research Department

Dear Miss Wormley:—

How much will you pay me if I tell you?

Joe Namath



Joe: Found this diagram outside your locker. Don't seem to recognize the play. Is this a new plan for the Oakland game Sunday? Bebe Parilli

Babe: To tell you the truth, I hadn't given much thought to the Oakland game Sunday—  
This is a plan for an ORGY on Saturday!!  
Joe Namath

Minse. Limpwurst & Strange

Beauty Parlor Supplies Cherry Grove, N.Y.

Mr. Joe Namath  
The New York Jets  
Shea Stadium, N.Y.

Dear Mr. Namath:

We are in receipt of your letter, and we can certainly understand your problem. We can't think of anything more horrible than getting your hair styled at the Barber Shop and then having to rush to the stadium for a rough and tumble football game.

However, much as we'd like to help you and satisfy your request, we simply cannot see our way clear to develop a "combination hair-dryer and football helmet." The very limited demand for such an item would not justify the cost.

May we offer another solution: style your hair the way Y. A. Tittle used to do.

Truly, truly yours,

*Walker Minse*  
Walker Minse  
President

## NEW YORK JETS

SHEA STADIUM, NEW YORK

A PERSONAL MEMO FROM COACH WEEB EWANK

TO Joe Namath

Joe:

During the past few games, I've noticed that you've been using a strange new play that the boys tell me you call "The Statutory of Libertine"...the one where you step back into the pocket, fake a pass to the deep end, run to the sidelines, and hurl yourself on one of the "Pom-Pom Girls".

This play does not seem to be gaining much yardage for us, and only serves to cause confusion among the Officials, not to mention the girls. So, in the future, will you please stick to the conventional book plays that we've practiced!

*Weeb*

SURE-FIRE MAKE-OUT LINES (To use in 2nd Ave Bars)

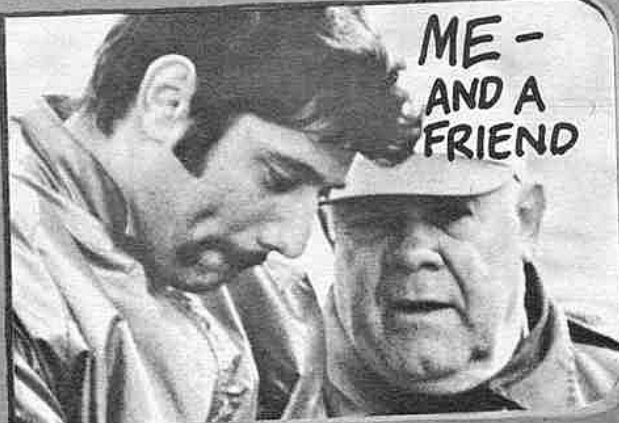
HI, BABY! WANNA FEEL MY TORN CARTILAGE?! —  
EASY, HONEY! NOT THERE! THAT'S WHERE HE GRABBED MY FACE MASK!  
SAY- DIDN'T I SEE YOU IN FRIDAY'S LAST THURSDAY?  
SAY- DIDN'T I SEE YOU IN THURSDAY'S LAST FRIDAY?  
PLAY YOUR CARDS RIGHT, KID, AND YOU'LL FIND OUT HOW IT  
FEELS TO OWN A MINK COAT... BECAUSE I JUST MAY LET  
YOU WEAR MINE HOME TO YOUR PLACE!!  
MY COACH DOES'NT UNDERSTAND ME!!  
GIRLS ARE LIKE FOOTBALLS... SOFT TO TOUCH, YET  
MADE TO BE KICKED AROUND!  
LISTEN HONEY, ONCE I START A PASS, I COMPLETE IT.!



# IDENTIFICATION

NAME JOE NAMATH  
 ADDRESS SHEA STADIUM, NEW YORK CITY  
 OCCUPATION N.Y. JETS QUARTERBACK, MOVIE STAR,  
T.V. COMMERCIAL STAR, BAR & DISCOTHEQUE OWNER  
SWINGER, AND RACING CAR DRIVER (NOT INTENTIONALLY)  
 DISTINGUISHING MARKS OR FEATURES FLYING KICK  
BEARD, TORN KNEE CARTILAGE & ASSORTED HICKIES

Genuine Pigskin



## NEW YORK JETS

SHEA STADIUM, NEW YORK  
 A PERSONAL MEMO FROM OWNER PHIL ISELIN

TO Joe Namath

I have taken the liberty of having 1200 copies of the enclosed form printed up in order to cut through the red tape and speed up the paper work when trouble occurs in the future. Please carry at least one copy with you at all times.

*Phil*

## NEW YORK JETS

SHEA STADIUM, NEW YORK

Chief of Police

City of .....

State of .....

Dear Chief .....

I understand that on ....., 19....., in the City of .....  
 in the State of ....., one of our New York Jet football  
 players, Joe Namath, was arrested for:

- |   |  |
|---|--|
| <input type="checkbox"/> Getting into a barroom brawl | <input type="checkbox"/> Driving while intoxicated   |
| <input type="checkbox"/> Cursing a Police Officer     | <input type="checkbox"/> Getting a girl into trouble |
| <input type="checkbox"/> Roughing up a reporter       | <input type="checkbox"/> All five of the above       |

If you will call me at the New York Jets' offices, we will be most happy to discuss this problem with you and attempt to settle the matter out of court.

Sincerely yours, *Philip Iselin*

Philip Iselin, Owner

Dear Joe:-

I am 16 years old, and a big fan of yours. You are my idol. When I grow up, I want to be a Pro-Football Star just like you. I am currently the Quarterback for my High School team. I am 6 feet tall, weigh 175 pounds, eat 3 square meals a day, drink plenty of milk, get lots of fresh air and exercise, run errands for my Mom after school, go to bed early, and stay away from girls. What do you think my chances are?

Your fan,  
*Jeff Atkins*

Dear Jeff:

I think you're sick! Your chances are terrible! Better forget about becoming a Pro Football Star. You'll never make it! In fact, it's your kind that gives this great American Sport a Bad Name!

*Joe Namath*

## Wheaties Sports Federation

Battle Creek, Michigan U.S.A.

Mr. Joe Namath  
 N.Y. Jets  
 Shea Stadium, N.Y.

Dear Mr. Namath:

Thank you for your suggestion for a new "Joe Namath" way of preparing our breakfast cereal. We agree that your name would lend a certain prestige to our product.

However, we do not feel that Wheaties mixed with a "heaping bowlful of three parts Gin and one part Vermouth, topped off with your favorite Olive or Onion" is our idea of a Breakfast of Champions.

Thank you for your interest.

Yours for better health,

*Bob Richards*  
 Bob Richards, Director

## Office of the Commissioner American League Football

Dear Joe:

Although you have agreed to give up your interest in the bar, "Bachelors Three", there are still persistent rumors around that you have not given up your relationships with unsavory characters.

What proof can you offer me that you are no longer associating with gamblers and bookies?

Yours truly,

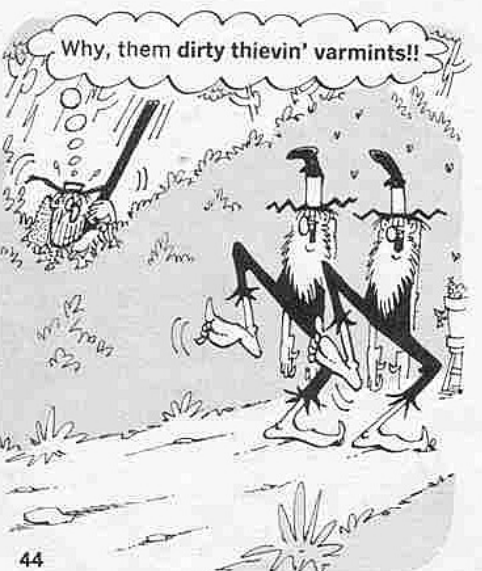
*Pete Rozelle*  
 Pete Rozelle  
 Commissioner

Dear Mr. Rozelle:-

I'll lay you 8 to 5 I'm not!!  
*Joe Namath*



# ONE DAY IN THE MOUNTAINS





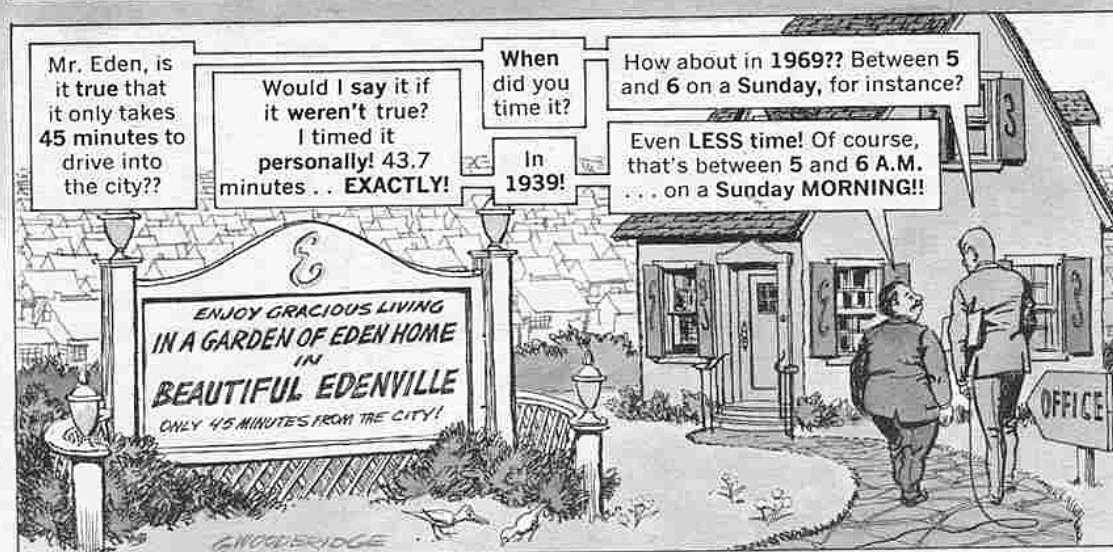
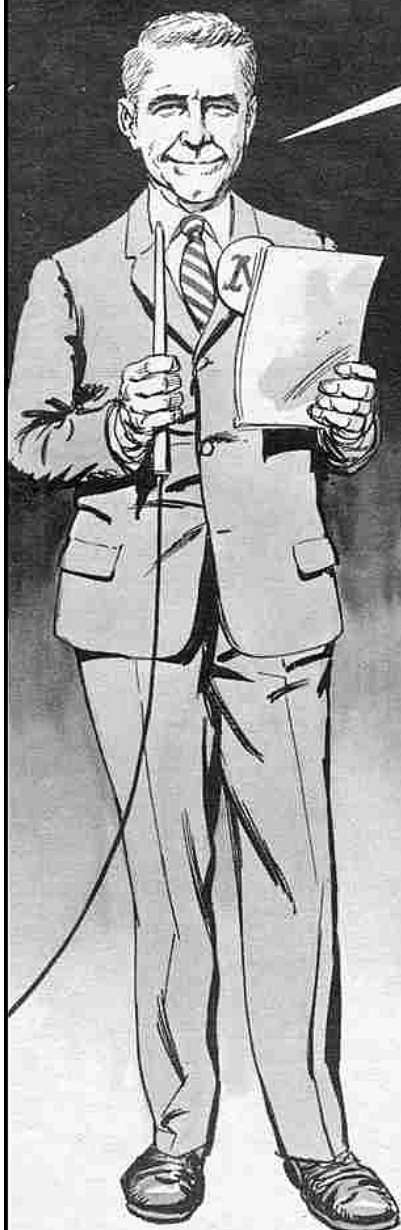
Recently, we presented a "MAD Gray Paper" on "The State Of Our Cities". Now, with fairness and justice as our guiding principles, we feel morally obligated to give equal time to a report destroying the Suburbs. So all of you City folk can stop chasing rats for a moment, and thank your lucky stars that you live where you live. Because things could be a lot worse, as you'll see when you read this . . .

# MAD GREEN\* PAPER

## "The State Of Our Suburbs"



Hello! This is Harry Reasonable again, with another "MAD Paper"—this one on "The Problems Facing America's Suburbs Today"! Let's begin by talking to the man most responsible for turning this area into a full-fledged suburb just five short years ago—Go-getter Builder-and-Developer, Levitt J. Eden!



\*THIS STARTED OUT AS A "MAD WHITE PAPER" BUT WE LEFT IT UNDER A PILE OF CRABGRASS CLIPPINGS OVERNIGHT!



But most of the men of the area commute by train! Now, isn't that a warming sight...?

Ah, yes... Husbands—kissing their wives "goodbye" as they leave for the city!

Well, actually this was taken **IN** the city—and the husbands are kissing their secretaries "good-bye" as they leave for the suburbs!



Now let's talk with Edenville's most important citizen, Dr. Eli Sloth, the town Pediatrician! Tell us, Dr. Sloth... how do medical problems here in the suburbs differ from the city?

It's completely different in the suburbs! It's less hectic and much healthier!

For children? No—for Doctors!

I mean—is there much children's illness out here?

Couldn't say! You'd have to ask my Service! Sorry... I don't remember the number!



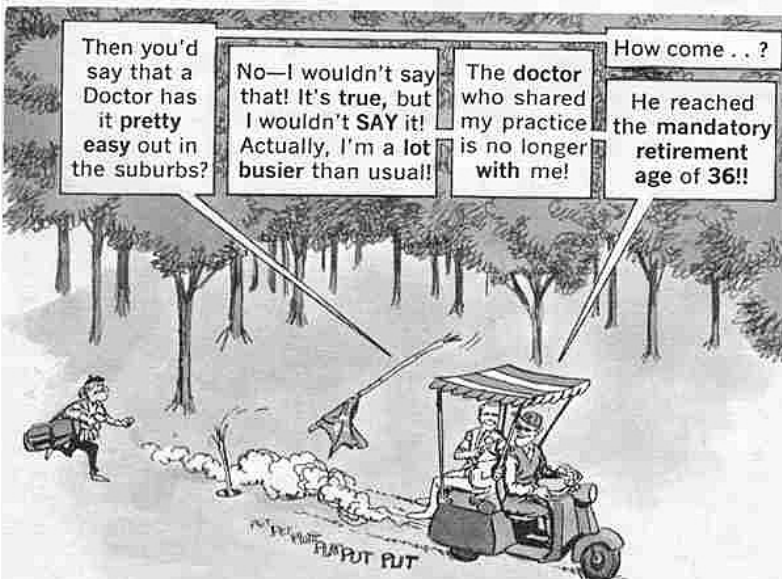
Then you'd say that a Doctor has it pretty easy out in the suburbs?

No—I wouldn't say that! It's true, but I wouldn't SAY it! Actually, I'm a lot busier than usual!

The doctor who shared my practice is no longer with me!

How come...?

He reached the mandatory retirement age of 36!!



Dr. Sloth, we've heard a lot about wild parties here in the suburbs! Is there any truth to it?

I'm delighted to say there is a lot of truth to it!

You mean to say people actually get drunk and swap wives?!

No! People never get drunk at these parties!!

If you get stoned, you might make a mistake and end up with your own wife! Yecch!

Why not??



Excuse me, Ma'am! I'm told there isn't much drinking in the suburbs! Do you agree?

No, I don't! There ish plen'y of drinkin', an' housewives do mosht of it!

Oh? Why is that?

Well... take me, fer instance!

Okay!

Good! I'll get my car!



No—you don't understand! I'm a reporter... trying to find out why there's so much drinking among suburban housewives!

They drink to forget their unhappiness! I'm drinking to forget a tragedy that happened to me!

Oh? And what was that...?

The end of an affair! My milkman was transferred!

I can't believe you fool around behind your husband's back!

Watch who you're calling a liar! I'm a wife and mother! Have some respect!!





This is the head of Edenville's Board of Education, Dr. Occipital Loeb! Tell us, Dr. Loeb, is there any racial problem here?

Not at all! We've achieved a perfect racial balance here in Edenville's public schools!

That's remarkable!

Yep, half of the kids that go to our schools have Negro maids, and half have White maids!



Well, what is your biggest Educational Problem, Dr.?

Parking is our worst problem!

We simply cannot keep the Students' cars out of the Teachers' Parking lot!

And what are you planning to do about that problem?

We're planning to tear down the School Library and use that space for a Teachers' Parking Lot!



I'm talking now to Edenville's Chief of Police! Tell us about Law-Enforcement problems in the suburbs, Chief!

The biggest problem is kids and cars! Why, just today, we brought in a couple of teenagers who were making out in a car!

What's so bad about making out in a car?

While driving through town at 70 miles an hour?!



But the biggest problem is the parents' attitude! Take a look! He's 14, and we picked him up on a drunken driving charge ...

Oh, Clifford! Where have I failed you? What did I do wrong to make you turn out this way?

Don't be too hard on yourself, Mom! I know you did the best you could, and I forgive you for failing me!

You do?! Oh, thank you for your mature understanding! You're such a wonderful son! I'm so happy!



It's not easy being a Policeman in the suburbs, especially with these rich kids!

Really? How come ...?

Last year, we nabbed a rich kid and threw him in jail! The very next day, his father bought the land under the Police Station and had the entire Police Force arrested for "Trespassing"!

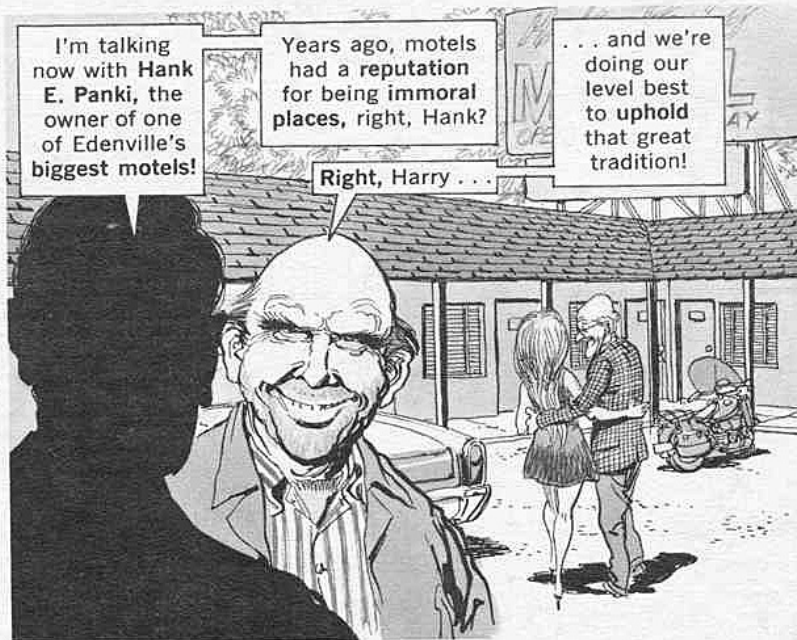


I'm talking now with Hank E. Panki, the owner of one of Edenville's biggest motels!

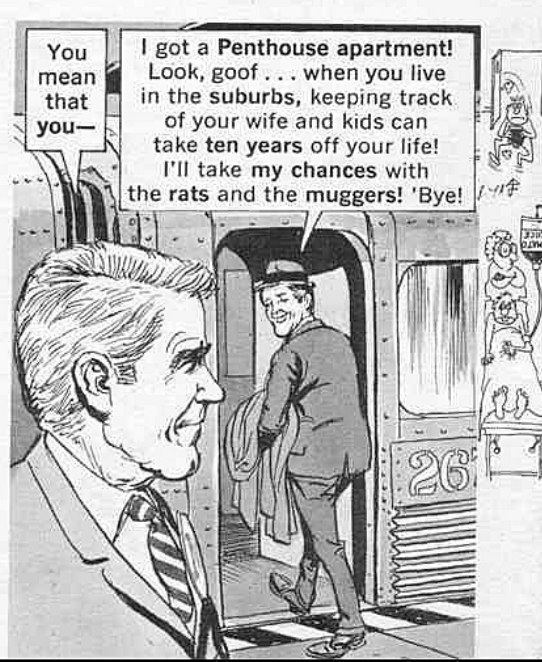
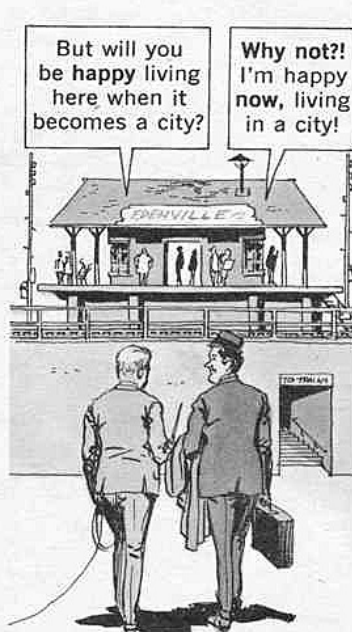
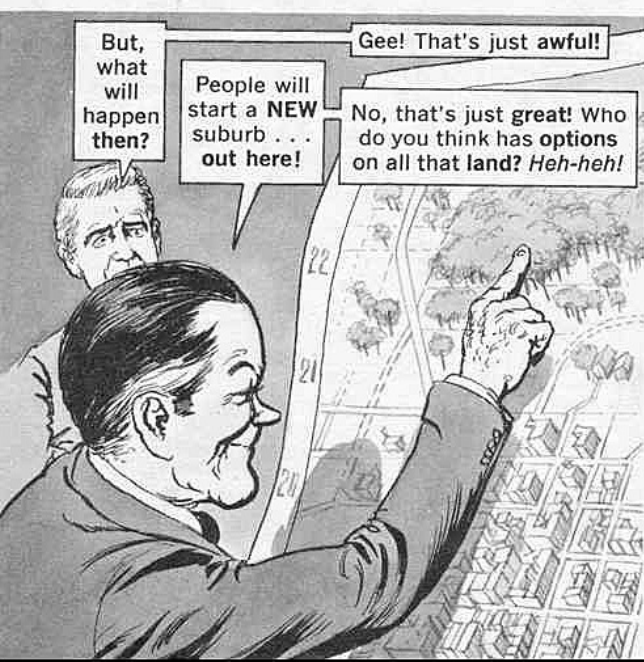
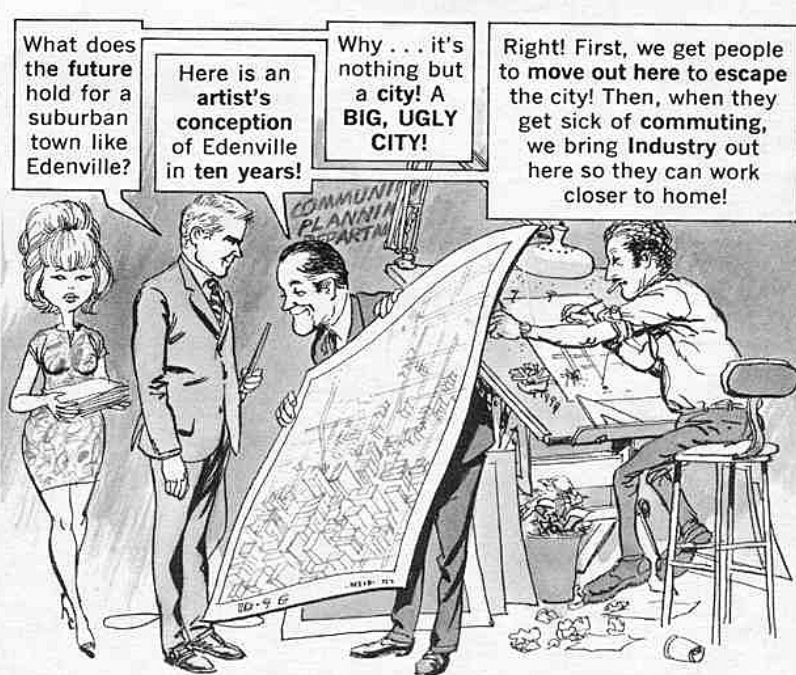
Years ago, motels had a reputation for being immoral places, right, Hank?

Right, Harry ...

... and we're doing our level best to uphold that great tradition!









**WHAT IS ONE  
SPECIAL  
BENEFIT  
DERIVED FROM  
MODERN  
ROCK MUSIC  
BY SOME  
OF ITS FANS?**

**HERE WE GO WITH ANOTHER RIDICULOUS**  
**MAD FOLD-IN**

Older people, who are turned off by noisy, raucous Rock music, should think twice before condemning it! To some young folks, there is a tremendous benefit derived from Rock that overshadows every criticism. To discover this benefit, fold the page in as shown.



FOLD PAGE OVER LIKE THIS!

**A▶**

FOLD THIS SECTION OVER LEFT

**◀B** FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

PUNCHY, ZANY, WILD, LOUD, HIGH-PITCHED SOUND HAS CAPTURED  
EARNEST ROCK DEVOTEES. YESTERYEAR'S MUSIC IS PURE DOLDRUMS  
FOR EBULLIENT YOUNG SWINGERS. THE SPECIAL BENEFITS, INCLUDING  
THE DRAMATIC PHYSICAL EFFECTS OF AMPLIFIED ROCK SOUND, LIFT  
THE SPIRITS OF YOUNG MALES IN PARTICULAR.

**A▶**

**◀B**



*A VALENTINE TO ALL OUR*

**MAD**

*READERS*



Roses are red,  
Violets are blue,  
We make our bread  
On clods like you!